

FIRST THINGS FIRST  
YAVAPAI DIAPER DRIVE  
Implementation Plan

Attachment #4  
Yavapai RPC – June 24, 2009

GOALS:

Establish a countywide system to collect and distribute free diapers, wipes and formula to low-income families.

- ❖ Increase public awareness of the challenges facing parents of young children due to the high cost of diapers, wipes and formula.
- ❖ Increase public awareness of First Things First and other early childhood service providers.
- ❖ Provide opportunities for adults and children to experience philanthropy.

PRINCIPLES:

- ❖ Start small; learn from experience. Expand as we move forward. We want the Diaper Drive (DD) to be sustained into the future.
- ❖ FTF will provide initial oversight and organizational support. The ultimate goal is for the DD to belong to the community.
- ❖ Other organizations that currently solicit donations of diapers will be invited to collaborate and advise FTF.
- ❖ There will be a consistent message and theme to all Diaper Drive materials. We want to look professional!
- ❖ The DD will limit donations to diapers, wipes, formula and money.
- ❖ Any money collected will be used to purchase additional diapers, wipes and formula.
- ❖ Donated diapers, wipes and formula are used to provide emergency support to low income families in need of short term assistance.
- ❖ Donated diapers, wipes and formula will be distributed by partner organizations to families they determine to be in need of emergency assistance.

OPERATIONAL OVERVIEW – Year 1:

- ❖ We will conduct two simultaneous diaper drives in Year 1. One will be in the Prescott/PV/Chino Valley area; the second will be in the Verde Valley.
- ❖ Each Diaper Drive will have a Chairperson and an Implementation Team.
- ❖ Each Implementation Team will determine the geographic boundaries of their first diaper drive. (Remember Principle #1)
- ❖ In subsequent years, additional Implementation Teams will be brought on to initiate Diaper Drives in other communities in the Yavapai Region.
- ❖ We will conduct a Diaper Drive twice in the first year, around Mother's Day and in the fall. Each drive will last approximately 6 weeks.
- ❖ Diapers, wipes and formula (DWF) can be left at preselected, strategically located drop-off sites in each geographic area. The Implementation Team will arrange for periodic pick-up of DWF during the drive.
- ❖ Other donation events, such as worksite drives and ways to involve youth, will be encouraged during the DD.
- ❖ We will identify a non-profit organization to accept cash donations on behalf of the Diaper Drive.

Questions:

- ❖ Will the Implementation Team members be appointed by the RPC and serve as a sub-committee of the Regional Council?
- ❖ What are realistic goals for the first Diaper Drive? How many diapers can we collect?
- ❖ What do we need to consider when identifying partner organizations that will receive diapers for distribution?

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YEAR ONE GOAL: ??? diapers and \$ ??????

ACTIVITY	TASKS	RESPONSIBLE PARTY	TARGET DATE	COMMENTS / NOTES
Create Organizational Structure	Identify Implementation Teams	Regional Partnership Council	July 22, 2009	Small group to guide project. FTF sub-committee?
	Hold first meeting and identify Chair of each Implementation Team	Regional Coordinator Implementation Team	August 15, 2009	Spokesperson, lead contact for DD in their area. Oversees implementation in accordance with FTF implementation plan.
	Develop budget. RPC review and approve budget	Regional Coordinator Imp. Team	August 24, 2009	\$10,000 for 2 drives in fy2010
	Further identify activities and tasks associated with 1 <sup>st</sup> DD	Implementation Team	August 31, 2009	Brainstorm and expand on implementation plan.
Determine Operating Logistics for Diaper Drive	Determine date for first 2 Diaper Drives	Implementation Team	August 31, 2009	Fall 2009 and Spring 2010
	Identify strategically located drop-off sites	Implementation Team	60 days before 1 <sup>st</sup> DD	Need locations throughout each designated geographic area
	Identify supplies needed for DD implementation.	Implementation Team	60 days before 1 <sup>st</sup> DD	
	Purchase supplies: Drop-off boxes, banners, etc.	Regional Office staff	30 days before 1 <sup>st</sup> DD	
	Determine system for transporting from drop-off sites to central location for counting and then to distribution points	Implementation Team	30 days before 1 <sup>st</sup> DD	
	Identify partner organizations that will distribute DWF	Regional Coordinator Implementation Team	30 days before 1 <sup>st</sup> DD	Food banks, home visiting programs, shelters
	Create receipts, thank you letters, etc.	Regional Office staff	60 days before 1 <sup>st</sup> DD	
Determine Operating Logistics for Other Donation Events	Identify other methods to solicit donations. Publicize on website. Provide recognition and support.	Implementation Team	To be determined	Worksite and classroom challenges, club projects, ways to involve youth.
Determine Operating Logistics for Accepting Monetary Donations	Identify non-profit umbrella organization to accept donations <ul style="list-style-type: none"> <li>Consider capacity for credit card and online contributions</li> </ul>	Regional Coordinator	60 days before 1 <sup>st</sup> DD	Prefer organization with countywide presence, name recognition and early childhood orientation

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<b>ACTIVITY</b>	<b>TASKS</b>	<b>RESPONSIBLE PARTY</b>	<b>TARGET DATE</b>	<b>COMMENTS / NOTES</b>
Develop marketing plan / promotional materials	Create logo / slogan	Reg'l Staff & Implementation Team	30 days before 1 <sup>st</sup> DD	
	Create Informational Flyer	Regional Office staff	30 days before 1 <sup>st</sup> DD	
	Create website	Regional Office staff	30 days before 1 <sup>st</sup> DD	Include: register your event, donate online, and list of drop-off sites.
Publicize the Diaper Drives	Print Flyers	Regional Office staff		
	Distribute Flyers	Regional Office staff		
	Purchase Newspaper advertising	Regional Office staff		
	Distribute News Releases	Regional Office staff		
Conduct Diaper Drives	Publicize, pick-up donations, account for donations, distribute to partner organizations	Implementation Team, volunteers, Regional Office staff		
Evaluate Diaper Drives	Hold a Debriefing	Regional Office Staff Implementation Team	Within 45 days of completing 1 <sup>st</sup> DD	Identify strengths and weaknesses, create improvement plan.