

SOCIAL MEDIA TIPS

GET THE WORD OUT

Be sure to "like" and "follow" HomeAid Colorado on social media!

FACEBOOK

- Create a Facebook "event" and invite your coworkers, clients, company partners, neighbors, friends and family to get involved
- Share stories, personal and/or company goals, photos and videos
- Thank donors by giving them a shout-out and tagging them in your posts
- Tag **@HomeAidColorado** and use the hashtags **#BuildersForBabies** **#HomeAidEssentials** **#DiaperNeed** and **#DiaperGap**

INSTAGRAM

- Share photos, videos and add to your personal and/or company "story"
- Utilize the location tagging tool to share your collection site with potential donors
- Tag **@HomeAidCo** when sharing photos related to the drive or the Builders for Babies event
- Remember to use **#BuildersForBabies** **#HomeAidEssentials** **#DiaperNeed** and **#DiaperGap**

TWITTER

- Tweet before, during and after the drive to let your supporters know how planning is going, how close you are to your goal and your accomplishments
- Share a link to your Facebook event or fundraising page where followers can learn more about HomeAid's diaper drive and how they can help close the diaper gap
- Tag **@HomeAidColorado** in your tweets
- Remember to include the hashtags **#BuildersForBabies** **#HomeAidEssentials** **#DiaperNeed** and **#DiaperGap**

GET PERSONAL: SEND AN EMAIL

Emails are an incredibly effective tool to utilize throughout the drive. Personalize your message and go into detail on why you are hosting a diaper drive and would like the individual or company to participate. Explain what you are collecting, where, and of course, your goal.

For more information please contact:

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SOCIAL MEDIA SAMPLES

BEFORE THE DRIVE

Colorado's homeless population has increased dramatically over the past few years and your help is needed now more than ever! **@HomeAidColorado's** diaper drive is right around the corner and we are collecting much needed items such as diapers, baby wipes and formula for homeless parents and their babies. Drop off your donations at [insert drop-off location] between Mother's Day and Father's Day.

Help us support **@HomeAidColorado** and this worthy cause! We'll be collecting donations of diapers, baby wipes and formula for families in need at [location] starting on Mother's Day. More info can be found at <http://homeaidcolorado.org/what-we-do/outreach>

DURING THE DRIVE

Imagine everything it takes to be a parent. Now, imagine it without diapers... or a home. Please join us in helping homeless families across the state to keep their baby clean, dry, happy and healthy. Now through Father's Day, we will be collecting diapers, baby wipes and formula for **@HomeAidColorado**. Please bring your donations to [insert drop-off location] and help those who so desperately need it.

1 in 3 families nationwide struggle to provide enough diapers for their baby and often have to choose between buying food or buying diapers. YOU can make a difference- simply bring donations of diapers, wipes and formula to [insert drop-off location] by June 16th. **#DiaperNeed #HomeAidEssentials**

AFTER THE DRIVE

A big THANK YOU to our amazing volunteer [insert name], for coordinating, picking up and delivering donations. Nearly [#] diapers were collected for **@HomeAidColorado** by [participating company]. Thanks so much for your efforts in alleviating a parent's worry and aiding to keep babies clean, dry, happy and healthy.

We are proud to announce that during this year's **#BuildersForBabies** Drive, we collected nearly 195,000 diapers, over 122,000 baby wipes and 14,000 fluid ounces of formula for **@HomeAidColorado**! We couldn't have done it without all of your support- THANK YOU! [tag all participating companies and individuals]

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