



ALLIANCE FOR
PERIOD SUPPLIES

PERIOD SUPPLY DRIVE TOOLKIT

FOR LOCAL ALLIES EVERYWHERE

PLAN

a successful period
supply drive

COLLECT

your donated products

GIVE

to TIDAL BABE



This toolkit includes helpful tips,
handouts, flyers and more!



Thank You from Tidal Babe

Dear Period Supply Drive Warrior,

We bow down to your awesomeness! THANK YOU for your generous commitment of time and effort to coordinate a Period Supply Drive for individuals experiencing period poverty.

By hosting this drive, you are helping to ensure a sufficient supply of period supplies are available and that awareness is being raised. According to the Alliance for Period Supplies, 1 in 4 women have struggled to purchase period supplies in the last year due to lack of income. The effects of raising awareness in your community will hopefully lead to more change!

Every single product that you collect makes a lasting impact to ease the stress and burden on individuals in our community struggling to afford period supplies. From all of us at Tidal Babe, thank you for making a difference in our community!

Sincerely,

Megan Fischer
CEO + Founder



tidal babe
— PERIOD BANK —



A special thank you to the Alliance for Period Supplies for their support in all things period banking and for providing an amazing template and so much content for this document!



This Toolkit Includes...

- Period Supply Drive Ideas
- Social Media Tips
- Social Media Samples
- Period Supply Drive Checklist
- Product Collection Form
- Product Goal Sheet
- Period Poverty Fact Sheet
- Supply Drive Flyers and Signs
- General Tidal Babe Contact Info



Let's Get Started!



Hosting a Period Supply Drive



Share Your Plans With Us!

We encourage you to contact us if you are hosting a period supply drive. We can help kick-off your diaper drive, brainstorm ways to make it super successful, and promote your efforts in the community. Just send an email to our Support Coordinator, Abby: support@sweetcheeksdiaferbank.org



Choose Your Location(s)

Pick a place that is centrally located. A library, school, or local business – gain the support of the community by making it convenient to donate! Selecting a location that is easily accessible will generate greater participation. Label collection bins, and download our drop box flyer!



Decide on a Time Frame

Plan to host your period supply drive for at least a week, or longer so people have enough time to donate. Does it make sense to tie your drive to a holiday, or community tradition? Perhaps you can partner with an already planned event! FYI: Menstrual Hygiene Day is May 28th!



Get The Word Out

Announce your period supply drive through social media, press releases to local media and post notices (like our fact sheets and flyers we included) near the locations to donate! One of the best ways to advertise is word of mouth so be sure to talk about the drive to anyone and everyone.



Period Supply Drive Ideas



Time to Team Up

Hosting a drive with a few friends, coworkers, or family members can really help spread the word and minimize the work load by sharing it among a few people. Grab a helpful hand or two and get started!

Themes

Picking a theme can make your period supply drive standout! Themes can be simple as "Girls helping Girls", Stuff a Bus, or more creative like a themed dinner dance for period supplies!

Locations

Be creative & convenient.

There are many ideal locations for a period supply drive.

Some examples are:

- Schools
- Places of worship
- Community Centers
- Offices
- Libraries
- Coffee shops
- Pharmacies
- Gyms
- Grocery stores
- Hair & Nail Salons
- Health Centers

Party It Up

If you're planning a party, ask guests to bring a pack of period products as their admission! Make it a period party!

- Baby shower
- Block party
- Birthday party
- Cocktail party
- Game night



Make it a Competition

Make your period supply drive fun and engaging! Have a competition and offer small prizes or recognition for the team, class or office that brings in the most products! Friendly competition can help spread the word and increase turnout.



Pass The Torch!



Be sure to promote your results to all those who participated and others as well. Use terms like "this time we collected" or "this time we raised..." so people understand there is an ongoing need. Offer support to those who want to host a period supply drive of their own!



Social Media Tips



Get the Word Out

Social media is a highly effective tool to reach a large amount of people in very little time. Take advantage of your online presence and notify as many people as possible to participate in your period supply drive. (Make sure your volunteers are doing the same!) Add and tag our accounts below!

Facebook - (@Tidalbabeperiodbank)

- Create a Facebook "Event" and invite all your friends. This is a great way to keep track of interest and to post updates on your collection status. Be sure to share the event with Tidal Babe, as well!
- Share your story (create posts with all the drive details or even film a Facebook Live).
- Create a shareable profile picture frame.
- Thank donors by giving them a shout out and tagging them in your posts.
- Upload plenty of photos and use the universal hashtag #EndPeriodPoverty or #AddPads in your posts.
- Tag Tidal Babe Period Bank too!

Instagram - (@Tidalbabeperiodbank)

- Share pictures of your period supply drive flyer.
- Utilize the location tagging tool to share your collection sites.
- Tag @Tidalbabeperiodbank and anyone else you want involved.
- Remember to hashtag #EndPeriodPoverty and #Addpads and any other relevant hashtags that may draw interest to your posts!



Need some inspiration?
This toolkit includes posts you can use to get started!

Twitter - (@Babetidal)




- Tweet before, during, and after your fundraiser. Let your supporters know how planning is going, how close you are to your goal, and the results!
- Share a link to your Facebook event, or fundraising page where followers can learn more about your period supply drive and period poverty.
- Remember to include the hashtag #EndPeriodPoverty or #AddPads and any other relevant tags in your tweets and tag us @Babetidal

Get personal: Send an Email!





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



Social Media Samples

 Update status
  Add Photo / Video
  Ask question

Join me in supporting @TidalBabePeriodBank by supporting my period supply drive! Hygiene is not a luxury! #EndPeriodPoverty

  Delhi
  Friends ▼
  Post

- I believe everyone has the right to feel comfortable and clean. Please show support by donating to my period supply drive! (insert graphic with details on period supply drive)
- Did you know 1 in 4 women have struggled with #periodpoverty? Please donate to my period supply drive to help change that.
- Small things impact big things. That is why I'm holding a period supply drive on behalf of @TidalBabePeriodBank. Please consider giving today (add time + location details)
- Lack of period products is a hidden consequence of poverty. Help me reach my goal today and donate to my period supply drive! Every bit counts. #AddPads
- Help make a difference in an individual's life today. Donate to my period supply drive that will be taking place in (location)
- #PeriodPoverty Fact: School aged girls cannot participate in educational activities without access to fundamental resources. Please consider donating to my period supply drive!
- Individuals require an average of 6 period products per day, and period supplies aren't covered by safety net programs. #EndPeriodPoverty (insert drive flyer)

Follow us on social media for more useful content!



@Tidalbabeperiodbank



@BabeTidal



@Tidalbabeperiodbank



Period Supply Drive Checklist

Follow and mark this 10 point checklist to ensure you have a successful drive. #EndPeriodPoverty!

- ☐ **Partner with Tidal Babe**
 First visit tidalbabes.org to find more information about our organization and period poverty
- ☐ **Recruit volunteers**
 Ask friends, family, colleagues, or neighbors to help out!
- ☐ **Set your goals**
 How many donations would you like to raise? Ask the organization you're donating to what products they need most. Develop a way to track your progress. (Use our goal chart!)
- ☐ **Spread the word**
 Announce your period supply drive via social media, emails, local news outlets, and notices throughout your community. Be active before AND during the drive!
- ☐ **Collect and deliver**
 Rally the volunteers and deliver your donated period products to your partner organization. Don't forget to take photos- you'll need them later!
- ☐ **Choose your location(s)**
 Pick one or more locations that are centrally located and willing to help, like a local business, bank, library, etc. Be sure to label your collection bin (flyer included in this toolkit.)
- ☐ **Select a start and end date**
 Typically, period supply drives run for one week to a month.
- ☐ **Decide on your theme**
 Whether it's a themed party, a competition, or a simple period supply drive in your office, choose what works for you!
- ☐ **Set up transportation**
 Depending on how many products are donated, consider what type of vehicle you will need to transport them.
- ☐ **Deliver the Period Supplies**
 Contact our Support Coordinator, Abby: support@sweetcheeksdiaperbank.org. Coordinate a time with her to drop off all of the period supplies you collected. Bring a few people who participated to help unload!
- ☐ **Share your results!**
 Post pictures on social media and let everyone know (including Tidal Babe) your results! Don't forget to thank donors and volunteers too!



After your Drive

Your product drive has ended and it was a crazy success--now what?

There are a couple ways you can continue the fun and harness the giving spirit of your donors, organization, family, friends, etc.

1. Bring folks along to drop off your donation at our warehouse. You can see where the magic happens and get a tour of our space.
2. Coordinate a volunteer shift at our warehouse to package the products YOU collected for distribution to our partner agencies and their clients. This is a unique chance to see your donation come full circle as you package your donation for someone in need.
3. Organize a period-kit packing event at your location! You supply the donated period products, and we'll make sure you have the packaging and other materials needed to complete the kits.

No matter which option you choose, you'll want to reach out to our Support Coordinator, Abby, to schedule your donation drop-off or packing event: support@sweetcheeksdiaaperbank.org.





Product Collection Form

Use this form to track the amount of products you raised. Be sure to provide this information to Tidal Babe after your drive is done!

| Style | Quantity |
|----------------|----------|
| Pads | |
| Tampons | |
| Menstrual Cups | |
| Liners | |
| Misc. | |
| TOTAL | |

TOTAL DONATIONS

Number of period products:

Financial contributions:

Your group/organization/name:

Phone number:

Email:

Date:

Recipient organization/program: Tidal Babe Period Bank

Notes, stories, or quotes from your product drive:



Period Poverty Fact Sheet

Feel free to use these period poverty facts to support your donation drive. Use them on social media, handouts, and through word of mouth when discussing your drive with others.

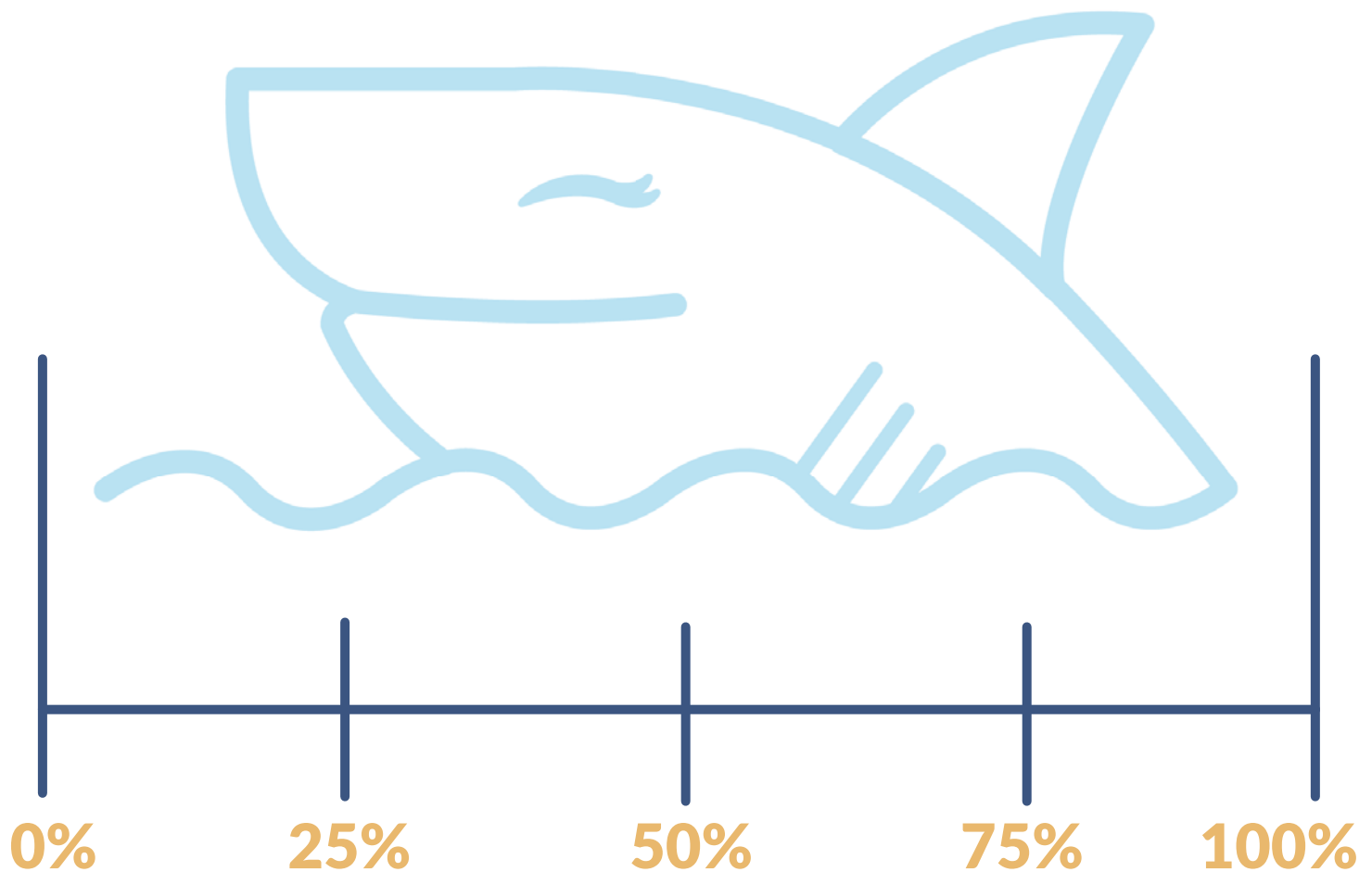
- 1 in 4 women struggled to purchase period products within the past year due to lack of income.*
- 1 in 5 low-income women report missing work, school or similar events due to lack of access to period supplies.*
- Lack of access to period supplies is linked to using substitute products (toilet tissue or socks), stretching product usage, and missing important events.*
- An overwhelming 88% of women agree that period products are a basic necessity.*
- Only 4% of women are aware of a local resource where free or reduced cost period supplies are available.*
- State and federal safety-net programs cannot be used to purchase period supplies.

* Source: 2018 U by Kotex survey conducted with YouGov

1 in 4 individuals struggle with **#PeriodPoverty**.

Help today and donate period supplies!

Our Goal: _____ Period Products!



Follow us on social media:

Facebook/TidalBabePeriodBank

Twitter: @BabeTidal

Instagram: @TidalBabePeriodBank

Join our movement: [#PeriodPoverty](#)



Tidal Babe is a 501(c)(3) organization and donations are tax deductible to the fullest extent of the law.



Links + Contact Info

Our Social Media Profiles

Twitter: @BabeTidal

Instagram: @TidalBabePeriodBank

Facebook: @TidalBabePeriodBank

Tidal Babe General Info:

Address: 1400 State Ave, Cincinnati, OH 45204

Phone: 513-402-1450

Tax ID: 47-5175383

Need to coordinate a post-drive diaper drop-off? Have questions about your drive? Want someone from Tidal Babe to come speak at your group or company to help kick off your drive? Contact our Support Coordinator, Abby: support@sweetcheeksdiaperbank.org.

1 IN 4 WOMEN HAVE STRUGGLED TO PURCHASE PERIOD
PRODUCTS IN THE PAST YEAR DUE TO LACK OF INCOME.
HELP MAKE A DIFFERENCE.

PLEASE SUPPORT OUR

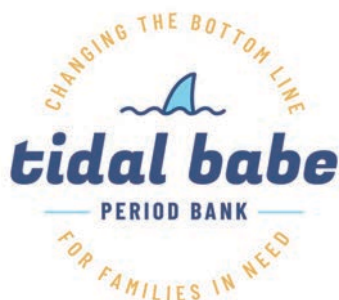
PERIOD SUPPLY DONATION DRIVE

All money and product donated in this event
will support:

DATE(S):

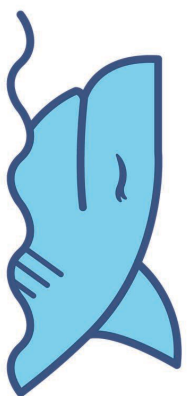
LOCATION(S):

HOSTED BY:



Thank you for helping improve the daily lives of those in need.

 **ALLIANCE FOR
PERIOD SUPPLIES**
allianceforperiodsupplies.org



tidal babe

— PERIOD BANK —

DROP PRODUCTS HERE!

**Thank you for helping improve the daily
lives of those in need.**



allianceforperiodsupplies.org

1 in 4 women

**struggled to purchase period products due to lack of income
in the past year.**

please participate in our

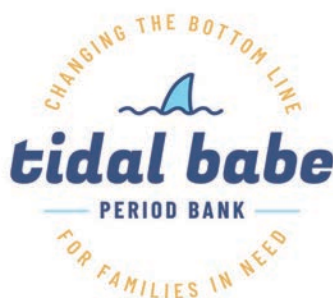
PERIOD SUPPLY DONATION DRIVE

All money and products donated in this event will support:

DATE(S):

LOCATION(S):

HOSTED BY:



Thank you for helping improve the daily lives of those in need.



1 in 4 women struggle to purchase period products due to lack of income.

DROPPED PERIOD PRODUCTS HERE!

Thank you for helping improve
the daily lives of those in need.



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