



Baby Shower Drive Tool Kit

Thank you for choosing to host a Baby Shower Drive for the families of Penfield Children's Center! We're so grateful for your support in providing essential items for new and expecting mothers. Penfield Children's Center is dedicated to ensuring every baby gets the best start in life by supporting families during these critical early years. Your generosity helps provide much-needed baby supplies, offering comfort and care to little ones and their families. Together, we can create a warm and welcoming start for every child.

About Penfield Children's Center

For over 55 years Penfield Children's Center has been a leader in child development, providing educational opportunities, behavioral health and therapy services, special care nursing services and an extensive network of community partners to support all aspects of early childhood needs.

We provide a positive start for all children by offering early education, health and wellness services and family programming in a safe, stimulating environment.

Mission

Ensuring children have positive early experiences from pregnancy through age 5 when the foundations for lifelong development are established.

In this document, you will find resources to help make your Baby Shower Drive a success. If you have any questions, please don't hesitate to reach out to your Penfield contact for support.

Support materials include:

1. **Timeline for organizing your baby shower drive**
2. **Social media example posts**
3. **Editable flyer**

Timeline for Organizing a Baby Shower Drive

Step 1: Choose Your Date

Select a date for your baby shower drive. This will help you plan and communicate effectively with participants.

Step 2: Customize Your Materials

Update the flyer template provided in the Baby Shower Drive Kit with your organization's name, the date of your drive, and any other relevant details.

Step 3: Set Up Donation Locations

Determine where you'll collect the donated baby items. Make sure the location is easily accessible for participants.

Step 4: Promote Your Baby Shower Drive

Share the event with your network, including employees, friends, family, and on social media. Use the example Facebook post and graphic from the Baby Shower Drive Kit, or create your own. Be sure to tag us on social media:

Facebook: @PenfieldChildrensCenter

Instagram: @PenfieldChildrensCenter

LinkedIn: @PenfieldChildrensCenter

Step 5: Collect Donations

Start gathering donated baby essentials such as diapers, wipes, clothing, and other newborn necessities. To engage participants, consider making it a friendly competition between departments or set a goal with a reward, like a pizza party, if it's achieved.

Supporters can also purchase from Penfield's Amazon wish list, and items will be shipped directly to Penfield.

Link: [Amazon Wishlist](#)

Step 6: Drop Off Donations

Bring the collected baby items to Penfield Children's Center. Coordinate with Cindy from Marketing (marketing@penfieldchildren.org) to arrange a drop-off time and capture a group photo with your team.

Social Media Post Example:

🍼 Help Us Celebrate Growing Families! 🍼

We're hosting a Baby Shower Drive to collect essential items for new and expecting mothers in our community. Your donation can provide much-needed support for families and help give every baby a strong start in life! Items like diapers, wipes, clothing, and baby essentials make a big difference.

 When: [Insert Start Date] - [Insert End Date]

 Where: [Insert Drop-off Locations]

Shop online & ship directly to Penfield: [Amazon Wishlist](#)

Join us in making a difference! Together, we can ensure every baby is welcomed with love and care. 💕

For more details, contact us at [Insert Contact Information].