



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: _____

Program Title: _____

Program Category: _____

CONTACT INFORMATION

Name: _____

Title: _____

Department: _____

Telephone: _____ Website: _____

Email: _____

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: _____

Title: _____

Signature: _____

VACO 2024 Award Application Submission

Chesterfield County Constituent and Media Services 2023 Chesterfield County Diaper Drive

Need For Campaign

For hundreds of families enrolled in Chesterfield-Colonial Heights Families First and Infant and Toddler Connection of Chesterfield, finding the funds to keep baby diapers and wipes stocked has proven a difficult task – especially during the age of inflation growth and rapidly increasing utility costs.

Because of the 10th anniversary milestone attached to the 2023 Diaper Drive, the Chesterfield County Communications and Media Division devised creative strategies to not only bring awareness to the need for newly packaged diapers and wipes, but to engage and educate the public about the Families First and Infant & Toddler Connection programs.

Planning for the 2023 Diaper Drive began in mid-December 2022, with several strategic meetings with the directors of Families First and Infant & Toddler Connection. The campaign officially launched on March 1, 2023, with a general news release highlighting the need for children’s diapers and wipes, and a call to action to help collect them.

However, given the important milestone of the Diaper Drive in Chesterfield County, the Communications and Media Division worked diligently to raise the profile and importance of the drive by implementing the following:

- **Local Media Partnerships**
 - The Communications and Media Division worked directly with NBC 12’s (Richmond – WWBT) popular TV anchor and personality Sarah Bloom by designating her as the campaign’s official Diaper Drive Ambassador – a first for the campaign. As a resident of

Chesterfield County with three young children herself, the county's communications division worked closely with Bloom on several TV promotions that included:

- A 5 p.m. and 6 p.m. news feature about the Diaper Drive, and its importance to the Families First and Infant & Toddler programs. The news feature highlighting families who benefited from previous Diaper Drive and services the two programs offered.
- A spot on NBC 12's "12 About Town" segment, where program directors of Families First and Infant & Toddler announced the launch of the Diaper Drive to viewers of the leading news station in metro Richmond.
- Post Diaper Drive interview with Bloom and the program directors in April announcing the results of the Diaper Drive campaign.
- Announcement coverage in the Richmond Times-Dispatch, Richmond Free Press, CBS 6 (Richmond WTVR), News 8 (Richmond-WRIC) and Richmond Family Magazine.
- **Social Media Presence**
 - The Chesterfield Communications and Media Division created several social media graphics that were used through the duration of the campaign, helping to advise residents and businesses about the Diaper Drive and its importance to these programs.
 - Social Media Posts included:
 - Ways To Donates
 - Locations for Donations
 - Purpose of the Diaper Drive
 - Sarah Bloom Ambassador Announcement
- **Community Call To Action**

- Recognizing the demand, the Chesterfield Communications and Media Division developed materials Families First and Infant & Toddler could distribute in the community – Specifically for businesses and organizations who wanted to launch their own respective Diaper Drives for the greater cause. Those items included:
 - Official Diaper Drive Locations Posters, where businesses could display the poster in their windows so patrons could drop off newly packaged diapers and wipes at the location.
- Because of the giving nature of several large Chesterfield’s neighborhood associations, several reached out to start their own diaper drives by reaching out to the Communications Division, Families First and Infant & Toddler.
- Chesterfield County is home to metro Richmond’s most educated workforce, allowing us to engage local alumni chapters from nearby Virginia State University, Virginia Union University, Virginia Commonwealth University, and the University of Richmond. The Communications Division also engaged area fraternities and sororities.
- **Use of Video/Multimedia**
 - The Communications and Media Division worked with Families First and Infant & Toddler to develop a promo video to share over social media.
 - A post in our “Chesterfield On Point” Blog highlighting the debut of the Diaper Drive, the announcement of NBC 12’s Sarah Bloom as the Diaper Drive Ambassador; and a post announcing the final result of the drive.

Cost Of Campaign

The Communications and Media Division spent \$0 on the 2023 Chesterfield County Diaper Drive.

Results

With the support of residents (big and small), businesses and a lot of community organizations, Chesterfield-Colonial Heights Families First and Infant & Toddler Connection of Chesterfield collected a record 58,917 diapers and 647 packages of baby wipes during the 2023 Diaper Drive.

Not only was the drive highly successful amongst area residents, businesses and organizations, our campaign reach expanded beyond the boundaries of Chesterfield County – allowing us to forge regional partnerships for 2024’s Diaper Drive to be even more successful.

Large-scale regional participants in 2023’s Diaper Drive included:

- Capital One Corporate Headquarters – Goochland County, Va.
- Virginia Nurses Association – Richmond, Va.

Meanwhile, the success of 2023’s Diaper Drive anniversary campaign has created new momentum and partnerships with regional organizations and nonprofits, including a potential sponsorship with a Richmond 5K....stay tuned!

While we made the main announcement of the Diaper Drive results with NBC 12’s Bloom, our use of social media also contributed to the campaign’s success.

When the last diaper was counted and the overall campaign was completed, the 2023 Diaper Drive logged 70,463 impressions and we had more than 3,525 total engagements on 51 posts.

Chesterfield Facebook, Twitter (now “X”) and Instagram channels -- the social media success was a total team effort that can be attributed to diligent planning while allowing for flexibility.

Overall, our method worked.

The department’s various communication efforts helped the county achieve a record haul of newly packaged diapers and wipes for families who need help during these tricky and challenging economic times.

Executive Summary

A few years after recovering from the immediate woes of the COVID-19 pandemic, parents enrolled in Chesterfield -Colonial Heights Families First and Infant & Toddler Connection of Chesterfield were faced with a new set of challenges in 2023: Increasing costs due to rising inflation and global supply chain shortages – especially as it pertained to finding newly packaged children’s diapers and wipes.

Aside from the inflationary and supply chain issues, the number of diapers and wipes collected from the previous year’s Diaper Drive were running very low for families enrolled in the programs.

With limited county resources, and a growing demand for diapers and wipes for parents enrolled in the programs, the Chesterfield County Constituent and Media Services’ Communications and Media Division determined the need for a comprehensive and proactive communications strategy that not only elevated the call for more diapers and wipes to help these families, but bring much-needed attention to the programs, while celebrating the Diaper Drive’s 10th anniversary.

The Communications and Media Division set out to turn a difficult topic into a teachable moment for residents of our county and region, while bringing the entire community together for a great cause.

As a result of creative communications networking and strategy, the Chesterfield -Colonial Heights Families First and Infant and Toddler Connection of Chesterfield program netted nearly 60,000 diapers – an all-time record for Chesterfield County.