



The Great Cloth Diaper Change

Guinness World Records™ Diaper Changing Challenge

April 20th, 2013

INFORMATION FOR PROSPECTIVE HOSTS

The following information is designed to give you enough information to make an informed decision on what it takes to host a 2013 Great Cloth Diaper Change (GCDC) event. Should you choose to proceed with the Application for Hosts, our desire is that you know what the expectations are along with having a good idea of the effort involved.

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Important Dates

~**January 15, 2013:** Official 2013 GCDC Host Application available online

April 1, 2013: Deadline to apply to host an event.

***Please note: We will not accept late Host registrations this year.*

April 20 @ 11:00 am YOUR TIME: The Great Cloth Diaper Change

***PLEASE advertise 30 minutes prior (i.e., 10:30 am) to ensure your participants arrive on time and you have time to check them in. Hosts need to be sure to start the ACTUAL change at EXACTLY 11:00 am their time.*

April 22 @ 9:00 pm PDT: World record evidence due.

2013 Event Options

In response to feedback from hosts in previous years, we're offering hosts the opportunity to decide whether or not their event will participate toward the world record. If you choose to do so, please understand that the requirements for participation are provided to us by Guinness World Records™ and are necessarily very stringent. We ask ALL prospective hosts to consider the requirements carefully before deciding on whether or not to participate, as you will be responsible for handling these details both before and after the event. If you find this too burdensome, we invite you to participate in the spirit of the event by holding a different cloth-diaper related activity to increase awareness about reusable cloth diapers in your community.

2013 Guinness Requirements

Here's a summary of the requirements for participating in setting the new world record. All requirements must be fully adhered to in order to qualify for the Guinness World Record.

- Each location needs to have a minimum of 25 participants (each participant must be 18 or older).
- Baby being diapered must be 39" tall or shorter.
- The clean diaper must be 100% reusable and commercially available.
- The event needs to be in a location that is accessible to the public.
- There needs to be a dedicated area that is *only* accessible to the participants, the babies being diapered and the witnesses. This area needs to have a defined entrance and exit that is monitored.
- One of the Guinness-defined acceptable methods for keeping track of the number of participants needs to be used (see host packet for more info).



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- Each change must take place at 11am local time. If you have other activities, you may start those earlier, but the change itself must take place at 11am.
- Each host needs to find one independent witness for each 50 participants + one overall witness. Each witness must provide a detailed written statement documenting the event (number of participants, times, how guidelines were followed, etc). (Finding acceptable witnesses and ensuring their statements are comprehensive and accurate is a common problem for hosts, so this is something you'll need to start working on early.)
- There needs to be photographic documentation of the event (before the change and after the change) which becomes the property of Guinness.
- Hosts must submit all the documentation, including photographs and witness statements, to the organizing committee *immediately after* the event.

Please note: You can choose to host an event and NOT attempt to qualify towards the record. When you apply there will be an option for attempting qualifying or not attempting to qualify for the Guinness World Record. Why might you choose to hold an event and not attempt to qualify for the record?

- You don't live in an area where you think you will get at least 25 participants
- You don't want to deal with abiding by Guinness' requirements, such as having independent witnesses or sending in all the required post event documents

Team up!

Based upon the collective experiences of our hosts in the past, we have seen that the benefits of working together far outweigh working alone. We strongly suggest hosts consider teaming up with other like minded cloth diapering enthusiasts in their area to explore the possibility of co-hosting a GCDC 2013 event. Just a few of the benefits include:

- Co-hosts can divide the workload (not so overwhelming for one person).
- Co-hosts can divide expenses.
- Co-hosting creates synergy and goodwill within the local cloth diapering community well beyond the event itself.
- A combined effort is more likely to reach the Guinness World Records minimum of 25 participants at a location.

Host Registration

Below are the steps to register as a host for a 2013 Great Cloth Diaper Change event.



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Decide on your event type

You may choose to participate in the world-record-breaking Great Cloth Diaper Change following the Guinness World Records™ requirements or you may choose to do a different event. Some options include conducting a cloth diaper class, holding a cloth diaper support meeting, hosting a cloth diaper awareness booth at a local Earth Fair, or conducting a cloth diaper swap. Or you may choose to do a combination of those things. Consider what your community needs and who you can tap to help you organize.

Search for possible co-hosts

Find out if there was an event in your area in the past that you can help host or reach out to attendees who expressed interest in helping you. Reach out to cloth diaper/parent supply stores or [Real Diaper Circles](#) in your area.

Determine your event location

Once you have determined the event type and had discussions with any co-hosts, find a specific location at which you can host your event. If you're participating for the world record, please review the Guinness Requirements above to choose an appropriate location.

Create website for your event

Your event will appear on our overall Great Cloth Diaper Change map for people in your area to find. They'll click a link to your page to find out all the details about the event itself. Here are some suggestions for creating your online presence: EventBrite, Weebly, Facebook.

Register to be a host

Once you have identified your co-hosts and location and understand the Guinness requirements for hosting, you will be able to complete the official GCDC Host Registration. The registration process is electronic and automated. The online host registration system will be available starting around January 15th: <http://2013greatclothdiaperchange.eventbrite.com>. The deadline to apply to host an event will be April 1, 2013. *Please note, we will not be accepting any late registrations this year.* Complete Guinness requirements and other instructions will be provided to registered hosts via email.

Fees

There will be a nominal fee to be a host, which will be collected via PayPal. This fee exists to cover the overhead associated with the GCDC event (including the application to Guinness World Records, website host fees, domain name fees, email fees, USendIt fees, etc). Any monies remaining after overhead costs will be considered a donation to the Real



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Diaper Association (RDA), the nonprofit organization whose mission is to help families find and use reusable cloth diapers.

The fee schedule* is as follows:

- \$10 for one or more individual (no businesses)
- \$30 for one business
- \$50 for two or more businesses
- \$10 for a non-world-record cloth diaper event

*Note that active members of RDA and the Real Diaper Industry Association (RDIA) will receive a discount code in email to use with their host registrations, valid for 50% off the above fee schedule. US or Canada cloth diaper businesses can join the organizations [here for RDA](#) and [here for RDIA](#). (RDA also welcomes individual members in support of [our mission](#).)

After registration:

- You will be able to add your event (including host name, address, and event URL) to the “Find a Location” map.
- You will receive access to download the detailed Manual and Welcome Packet for hosts plus other useful links and information.
- You will receive the link to be included in the NEW 2013 Facebook group for officially registered Hosts. This page will be limited to official Host registrants only. If you would like to share ideas via Facebook with your co-hosts and registered participants, we suggest creating a local group page for your event that you can use for planning and sharing information and promotional materials.
- Begin to dream about the details of your event. Other than following the Guinness Guidelines, this is your event. You are free to make this as big or as small as you desire!

FAQ's

What is the day and time of The Great Cloth Diaper Change, 2013?

Saturday, April 20 at 11:00am YOUR TIME ZONE (we advertise 10:30 am but the whistle for the change actually happens at 11:00).

Can I choose a different day and/or time?

That depends. In order to be counted toward the Guinness World Record, all the diaper changes need to happen at the designated times. If you choose to hold a non-qualifying event you can hold it at a different time but you will need to inform your participants they will not be counted towards the actual Guinness World Record.



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Is it worth the effort to break the Guinness World Record?

Good question. We think it is. It seems to create a level of excitement and buzz among some participants and the media. However, this year we've offered hosts the option of holding a cloth-diaper-related event that will not participate in the world record but will otherwise appear on the map of Great Cloth Diaper Change events. It will be up to you to clearly communicate the event agenda to your attendees, though.

How much money can I expect to pay to host an event?

As a host of a GCDC event, you can expect to pay the registration fee (see fee structure above).

Optional additional out of pocket expenses could include rental of a location (and liability insurance if it is required by the site and you are outside of the United States), printing of certificates, flyers, registration forms, cost of swag bags, food, etc. In the past, many hosts partnered with like minded local businesses resulting in minimal out of pocket expenses and in some instances increased donations to the RDA (see next FAQ for details).

Are swag bags and giveaways required?

No. It can be similar to any other play date, just add cloth diapers. Your local event is what you make of it. No matter how small or how big, you will still be doing your part to inform others about the benefits of cloth diapers. If you do plan to do bags, you can expect to pay to least \$1.00 per bag, plus shipping. The contents of the bag could vary greatly depending upon the contents of the bag and whether you seek donations or fund the contents yourself. If manufacturers offer all hosts or segments of hosts products for giveaways, registered hosts will have access to that information via a database.

Will donations be collected for the RDA in 2013?

Yes, we are requesting each host in the US and Canada suggest that each participant make a donation to the RDA. This is not mandated but serves as a suggestion. The monies received go toward continued support and education about cloth diapers. In the past, some hosts invited local, like-minded vendors to attend the GCDC and donated the booth fees they collected to the RDA. We thought that was awesome!

Will I receive more detailed information than this?

Oh yeah! Upon completion of your official Host registration, you will receive access to the Host manual and welcome packet which will include more detailed Guinness Guidelines, sample press releases, sample certificates of participation, talking points and much, much more!



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