National Infertility Awareness Week®

April 23-29, 2017

A Tool Kit for Family Building Professionals

www.infertilityawareness.org
Top 5 Reasons to Recognize National Infertility Awareness Week®
April 23-29, 2017

Five: Your practice/business will stand out as a leader in the movement.

Four: RESOLVE works to raise awareness through mainstream media outlets—take advantage of this boost in attention and increase interest in your business!

Three: If you let RESOLVE know by April 13, 2017 of your NIAW activities, we will feature your event on the new official website at www.infertilityawareness.org.

Two: Your patients/clients will thank you for supporting them!

One: 75% of RESOLVE community members surveyed said they are more likely to choose a family building professional who supports RESOLVE’s efforts.

www.infertilityawareness.org

Find RESOLVE on Facebook, Twitter, Instagram & Pinterest

Please email Cindy Hollister at chollister@resolve.org and let us know the details of your NIAW activities.
National Infertility Awareness Week®
Frequently Asked Questions

When is National Infertility Awareness Week® (NIAW)?
April 23-29, 2017

Is there a theme for NIAW?
This year, RESOLVE: The National Infertility Association wants you to “Listen Up!” when it comes to issues around infertility and family building. This public awareness campaign is created so anyone who cares about the infertility community can feel empowered to do something that makes a difference, either in your own family building journey or to help someone else. Infertility impacts millions of Americans and does not discriminate based on race, religion, socioeconomic status or sexuality. Listen Up! and become part of the movement.

How can you help spread the message? You can share these messages, or make one of your own….

Listen Up! It’s time to understand how infertility can affect you.
Listen Up! People with infertility matter. Join the movement to help build a community that understands their needs and supports their efforts to build a family.
Listen Up! Infertility takes away the right to build a family. You can help those that struggle, join the movement.
Listen Up! Policies and legislation can impact access to many family building options. Help us stop these anti-family laws.
Listen Up! Do you know when to see a fertility specialist? Learn more here.
Listen Up! There are many ways to resolve infertility. Learn more at resolve.org.

Use the hashtag #ListenUp and #NIAW. And make sure you follow and tag RESOLVE wherever you post.

How does RESOLVE promote NIAW?
- We collaborate with professionals, businesses, patients and others to share messages about infertility awareness with local and national audiences.
- We host official NIAW web site www.infertilityawareness.org that provides resources and tools to empower visitors to raise awareness in their own community.
- We work with the media as the leading expert and the voice for the infertility community.

How can you recognize NIAW?
You are only limited by your imagination – NIAW is a movement to raise awareness about the disease of infertility, so anything that achieves that goal should be pursued.
- Place the NIAW logo on your website. Talk about your support of patients, infertility awareness, and NIAW. Link to www.infertilityawareness.org
- Issue a press release showcasing your support and recognition of NIAW.
- Host a patient outreach initiative, such as a Webinar, in-house educational program, open house, etc.
- Launch an online survey and announce the results at the end of the week.
- Announce a special contest or giveaway.
- Include NIAW information with links to RESOLVE content in your eCommunications.
- Include information in your waiting room or shipments to customers.
- Launch a social media campaign connected with the NIAW theme.

Can you use the NIAW logo?
Yes! Please use the NIAW *.jpeg files sent to you by RESOLVE. If you place the logo on your website, please link the logo to www.infertilityawareness.org

FUNdraise for the Cause

Join the creative, passionate people who want to raise awareness about infertility, create community around a cause, and raise funds for RESOLVE. We have developed many easy ways for you to support RESOLVE. Check out the options below or create your own fundraiser and mobilize staff, patients and clients. We’d love to discuss your ideas for fundraising for RESOLVE!

Contact Christine Libonati at clibonati@resolve.org or 703.506.7672.

DIY Walk of Hope
Make a difference in your hometown. Bring people together to create awareness and support those on their family building journey. Learn more by choosing the “Start a Walk in Your Area” at www.resolve.org/walkofhope

The RESOLVE Challenge Yourself
Be creative; be bold; be fearless: Challenge Yourself in honor of someone facing infertility while raising much needed funds to help RESOLVE fulfill its mission. Email Christine Libonati for details. clibonati@resolve.org

Choose RESOLVE
Choose RESOLVE as the beneficiary of your next charity event, business anniversary, professional milestone, or retirement. Contact Christine Libonati at clibonati@resolve.org or 703.506.7672 to customize your fundraising event.
Events and Patient Appreciation

Each year during National Infertility Awareness Week® (NIAW), businesses recognize the occasion in a number of ways. Recognizing NIAW shows your community that you care about people with infertility. It also raises awareness about this disease and how it impacts your local area. Make sure you share with us what you’re doing by sending an email (with photos) to info@resolve.org.

To help you plan:

- Host an open house during NIAW, where your staff is available to talk about your business/practice and provide educational materials.
- Host an educational seminar related to treatment, complementary care or emotional issues related to infertility.
- Each morning during NIAW, have something special out for your clients/patients, with a “In honor of National Infertility Awareness Week®” sign and information about RESOLVE in your waiting room.
- Hold a drawing for a free or discounted professional service (treatment cycle, adoption consultation, complementary treatment, etc.) during the week.
- Hold a healthy mind/healthy body event for your patients, which can include yoga instruction, or a mental health professional to answer patient questions.
- Give your patients a free pass to a local yoga studio in recognition of NIAW.
- Change your “on hold” message. Does your business/practice have a recorded message when a patient is on hold? Update it to include the dates of NIAW, how you are supporting NIAW, and to contact RESOLVE at info@resolve.org for more information.
- Hold daily “giveaways” in honor of NIAW—including meditation CDs, journals, books related to the infertility journey, spa treatments, etc. Work with other businesses in your area.
- Include messages about NIAW in your print, online and radio advertising and on the homepage of your website that week.
- Work with local media and showcase your experts. Start planning your media activities about 4-6 weeks prior to NIAW.
- Incorporate #ListenUp and #NIAW in your social media messages.
- Visit www.infertilityawareness.org to download images you can share.

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