The NIAW Toolkit

National Infertility Awareness Week®, founded in 1989 by RESOLVE: The National Infertility Association, is the largest public awareness campaign that addresses the public health issue of infertility.

This year’s observance is April 19-25, 2020. In light of current events, we have a whole new opportunity to share our voices, virtually. Any way you can raise awareness will help increase public understanding about infertility.

Empowering you and changing the conversation.

Infertility does not discriminate based on sex, race, religion, age or even socio-economic status. Let’s change the conversation and the way we talk about this disease. It’s time we own the narrative and got real about the support needed to resolve infertility.

Top 5 Reasons to Recognize NIAW

1. Sharing your story can open you up to support you didn’t realize was out there. You deserve to be recognized.

2. Your patients/clients want you to support them! NIAW is a great way to show them that you care.

3. We have an easy way to submit your NIAW virtual events. And as a bonus, we’ll share virtual events with our entire community!

4. Your story and your voice matter! Help grow the movement.

5. Resolve works to raise awareness through mainstream media outlets, which can lead to other media opportunities.

www.infertilityawareness.org
Let’s change the conversation.

Have you lost time at work? Have your relationships changed? How as infertility changed your life? Do you work with people who struggle to build a family?

If any of these questions had you nodding "yes", you have a story to share that will change people’s perception of what infertility is really like.

In working with lawmakers, media and the general public, we’ve learned a thing or two about how they perceive people with infertility. It’s not about the process as much as it is about the impact on your life. At the end of the day, hearing real stories helps others understand the issues that affect our abilities to build a family.

Tip: Find RESOLVE on Facebook, Twitter, Instagram, Pinterest or LinkedIn for #NIAW ideas.

www.infertilityawareness.org
How can clinics and businesses be part of National Infertility Awareness Week®?

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!

Tip: Use the hashtag #MyInfertilityStory and #NIAW2020. Make sure you follow and tag @resolveorg 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 website 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.

Place the NIAW logo or social image on your website or social channels.

Talk about your support of patients, infertility awareness, and NIAW.

Issue a press release showcasing your support and recognition of NIAW.

Launch an online survey or virtual event and announce the results at the end of the week.

#WearOrange on Wednesday, April 22nd and rock your ORANGE gear to show you support of NIAW.

Announce a special contest or giveaway.

Include information in your waiting room or shipments to customers.

Join the 5 Day Photo Challenge Starting Monday, April 20th and ending on Friday, April 25th.

Link to: www.infertilityawareness.org

Launch an online survey and announce the results at the end of the week.

Include NIAW information with links to RESOLVE content in your eCommunications.

Launch a social media campaign connected with the NIAW theme. We have downloadable images for you to use!

www.infertilityawareness.org
Anybody can be challenged to have a family. What you don’t know about infertility is.... #MyInfertilityStory #NIAW2020

Let’s get the conversation started this year during National Infertility Awareness Week®. Here’s #MyInfertilityStory

Did you know infertility impacts 1 in 8 families in the U.S. today? It’s time to share the truths about #MyInfertilityStory to help others realize the far-reaching effects and consequences of turning a blind eye to a medical diagnosis.

Did you know that most people struggling with infertility receive no coverage from their health insurance? This inhibits many people being able to move forward to treatment to resolve their infertility. #MyInfertilityStory

If we want to change the conversation, we need to talk about the financial impact of this disease. Cost has prohibited my ability to seek treatment and/or other options. #MyInfertilityStory

Let’s uncover the facts and educate others and change their perceptions about infertility. #MyInfertilityStory

Employers should include infertility treatment in their health plans for a medical diagnosis that impacts millions of Americans. Here’s how having coverage would change my life...#MyInfertilityStory

Cancer, injury, or simple genetics may be a factor in a family’s inability to conceive. Don’t just assume that others know the facts. #MyInfertilityStory

There are many ways to resolve infertility. I want to tell you #MyInfertilityStory on how I resolved.

www.infertilityawareness.org
Rock your orange.

Why ORANGE for awareness?

The color orange promotes a sense of general wellness and emotional energy that should be shared, such as compassion, passion, and warmth. Orange will help a person recover from disappointments, a wounded heart, or a blow to one’s pride.

Studies show that the orange color can create physical effects such as heightened sense of activity, increased socialization, boost in aspiration, stimulated mental activity, increased oxygen supply to the brain, increased contentment, and enhanced assurance. Orange also helps aid decision making, and enhances happiness, confidence, and understanding.

We use orange to raise awareness, increase activity around an important movement, and to remind our community every day that RESOLVE is there for them during the disappointments, while providing education that promotes wellness both physically and mentally.

#WearOrange Join the orange movement on Wednesday, April 22nd and rock your ORANGE gear to show you support of National Infertility Awareness Week®. It can be as simple as an orange shirt or other items like orange socks, orange lipstick, an orange ribbon, paint your nails orange or even go big with a boa! Whatever you chose will be perfect as long as it is… you guessed it, orange.

www.infertilityawareness.org
Every picture tells a story. What is yours?

During National Infertility Awareness Week®, April 20-25th, show the daily impact of infertility and the challenges people face to build a family through the lens of your own camera. This 5 Day Photo Challenge, is a way we can help spread awareness, virtually, through the collective voice of social media. It’s an opportunity to share your own personal tie to this disease and how infertility has had a direct impact on your life, your work, and your relationships. Starting Monday, April 20th and ending on Friday, April 25th we are challenging this community to share a different photo for every day using the hashtags #NIAW2020 #MyInfertilityStory

Day 1 #HonorYourStory
Share how infertility has impacted your life.

Day 2 #FurbabyDay
Not all babies are human. If you have one that has been there for you through the peaks and valleys of your struggle, show us your furbaby!

Day 3 #WearOrange
ROCK your Orange to help raise awareness during National Infertility Awareness Week®

Day 4 #ThisIsMySupport
Do you have a person, a tribe, a support group? What does support look like for you?

Day 5 #ShowYourRESOLVE
RESOLVE looks different to everyone. For some it is childfree, for others it ended in parenthood. Show the people who are still in the struggle you support them. Show your RESOLVE and donate to RESOLVE to help continue our mission to support the 1 in 8 +.

www.infertilityawareness.org
Creating #MyInfertilityStory

Become a powerful storyteller. Use these suggestions to help start the conversation.

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Can you use the NIAW logos and banners?

YES! Get creative. Use our images and add your logo.

Please use the NIAW *.jpeg files.
If you place the logo on your website, please link the logo to www.infertilityawareness.org.
Visit www.infertilityawareness.org to download all RESOLVE approved images

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.

❤️ Get Creative
Choose RESOLVE as the beneficiary of your next virtual charity event, business anniversary, professional milestone, or retirement. Contact info@resolve.org to customize your own fundraising event.

❤️ Virtual 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 Virtual Walk in Your Area” at www.resolve.org/walkofhope

Tip: Let us know your ideas for fundraising and how you plan to recognize #NIAW this year.
Contact info@resolve.org