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 18-24th, 2021. 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 socioeconomic 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 has 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 about the realities of infertility.

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.

When is National Infertility Awareness Week® (NIAW)?
April 18-24th, 2021

What’s the message?
Empowering you and changing the conversation.

#NIAW

www.infertilityawareness.org
How does RESOLVE promote NIAW?

Tip: Use the hashtag #WhatIWantYouToKnow and #NIAW2021. Make sure you follow and tag @resolveorg wherever you post.

We collaborate with professionals, businesses, patients, and others to share messages about infertility awareness with local and national audiences.

We host the official NIAW website www.infertilityawareness.org which 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 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!

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 21st, and rock your ORANGE gear to show your support of NIAW.

Join the NIAW 5 Day Challenge Starting Monday, April 19th, and ending on Friday, April 23rd.

Announce a special contest or giveaway.

Include information in your waiting room or shipments to customers.

Link to: www.infertilityawareness.org

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!

Join our Proclamation Project, and request one for your local area to honor NIAW.

www.infertilityawareness.org
Anybody can experience challenges while trying to build their family. What you don’t know about infertility is.... #WhatIWantYouToKnow #NIAW2021

Let’s get the conversation started this year during National Infertility Awareness Week®. Here’s #WhatIWantYouToKnow #NIAW2021

Did you know infertility impacts 1 in 8 couples in the U.S. today? It’s time to share #WhatIWantYouToKnow 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? Lack of insurance inhibits many people from being able to move forward to treatment to resolve their infertility. #WhatIWantYouToKnow #NIAW2021

If we want to change the conversation, we need to talk about the financial impact of infertility. Lack of financial access has prohibited my ability to seek treatment and/or other options. #WhatIWantYouToKnow #NIAW2021

Let’s uncover the facts, educate others, and change their perceptions about infertility. #WhatIWantYouToKnow #NIAW2021

Employers should include infertility treatment in their benefits because infertility is a medical diagnosis that impacts millions of Americans. Here’s how having coverage would change my life...#WhatIWantYouToKnow #NIAW2021

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. #WhatIWantYouToKnow #NIAW2021

There are many ways to have a family. #WhatIWantYouToKnow #NIAW2021 about how I resolved to grow my family.

www.infertilityawareness.org
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 can help a person recover from disappointments, a wounded heart, or a blow to one’s pride.

Studies show that the color orange can create physical effects such as a 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 remind our community every day that RESOLVE is there for them during disappointments while providing education that promotes wellness both physically and mentally.

#WearOrange Join the orange movement on Wednesday, April 21st and rock your ORANGE gear to show your 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.
Every picture tells a story. What is yours?

During National Infertility Awareness Week®, April 18-24th, show the daily impact of infertility and the challenges people face to build a family through the lens of your camera. The NIAW 5 Day Challenge is a way to help spread awareness virtually through social media’s collective voice. It’s an opportunity to share your tie to this disease and how infertility has directly impacted your life, work, and relationships. Starting Monday, April 19th, and ending on Friday, April 23rd we are challenging this community to share a different photo for every day using the hashtags #NIAW2021 #WhatIWantYouToKnow

Day 1 #Let’sGetReelAboutIF
Post an Instagram Reel or a TikTok to share your truth about infertility, living without children, adoption, 3rd party, and/or other family building options.

Day 2 #IRepresentSomeoneWho
Infertility is the common thread that binds us, but we all represent different facets of this community. Share a picture about something you represent. #IRepresentSomeoneWho...volunteers? Advocates? Is determined to...?

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

Day 4 #WhatIWantYouToKnow
What do you wish others knew about what it’s like to live with infertility? Share your story and help spread awareness on how infertility has impacted unexpected areas of your life.

Day 5 #RESOLVEStrong
Are you involved in support? Advocacy? Awareness. Show that you are #RESOLVEStrong.

www.infertilityawareness.org
Submit a Proclamation

What is a proclamation?

A proclamation is a public or official announcement issued by a Governor, Mayor, and/or City Council member to commemorate a specific time period (day, week, or month) for the purpose of raising awareness about local efforts. (Example: National Infertility Awareness week designated in April).

Why are proclamations important?

Proclamations help increase public awareness about a specific issue. Having an elected official, like a mayor or town supervisor, who is in a leadership position show support for the proclamation helps validate one of the goals of National Infertility Awareness Week—changing the conversation around infertility and family building. Who can submit a request for a proclamation? Proclamations can only be submitted and requested by individuals living in the requested state and/or city to their governor, mayor, or city council. Organizations are not allowed to submit one on behalf of a cause and out-of-state residents requesting will also be denied.

Please consider requesting a local proclamation in your town or city. We would like to have a proclamation in as many towns and cities leading up to National Infertility Awareness Week, April 18-24, 2021, to create a movement of educational awareness.

Start your proclamation submission here:
https://infertilityawareness.org/get-involved/proclamation-project/
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

Spread awareness about infertility support in your hometown. Bring people together to create awareness and support those on their family building journey. Learn more by choosing the “Start a RESOLVE Walk” 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
www.infertilityawareness.org