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 21-27, 2024. Let’s use NIAW to talk about the issues facing this community, leave our mark, and make sure we continue to support those most in need.

Empowered to #LeaveYourMark

Anyone can be challenged to have a family. It’s time we write our own stories, leave our mark, and change the way we talk about and understand infertility.

When we come together and talk about infertility and the struggles people face when building a family, we...

1. Enhance public understanding that infertility needs and deserves attention.

2. Educate lawmakers about the barriers people face.

3. Ensure that people trying to build a family know the guidelines for seeing a specialist and the options they have to build a family.

www.infertilityawareness.org
When is National Infertility Awareness Week (NIAW)?
April 21-27, 2024

What’s the message?
Empowering YOU to change the conversation.

#NIAW2024
Leave your mark.

In 2024, get ready to “Leave Your Mark”. Whether you’re a professional, patient, or supporting someone with infertility, we have a chance to leave a lasting impression during NIAW. Now is the moment to change the conversation around infertility, who it impacts, the barriers too many face, and what our policy makers and support systems can do to help.

Each and every one of us has a reMARKable story to share to help others understand the issues 1 in 6 people face worldwide. Through social media, local events, or advocating for change, together, let’s inform our communities, the media, and lawmakers what they can do to help support the cause.

Tip: Find RESOLVE #NIAW ideas on:

www.infertilityawareness.org
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 the official NIAW website www.infertilityawareness.org which provides resources and tools to empower visitors to raise awareness in their community.
- We work with the media and legislators as the leading expert and the voice for the infertility community.

It takes creativity to create awareness

NIAW is a movement to raise awareness about infertility and how people choose to build their families. There are many ways to raise awareness, so think outside of the box!

www.infertilityawareness.org
Let’s impact how people think about infertility

#LeaveYourMark

This year it’s time to #LeaveYourMark! By sharing how infertility impacts us, we can break down barriers, unite in advocacy, and inspire change.

#LeaveYourMark by sharing your journey and letting others know they are not alone.

#LeaveYourMark by raising awareness of the challenges and struggles many with infertility face when trying to build a family.

#LeaveYourMark by educating people on how they can support you and others with infertility.

#LeaveYourMark by promoting healthcare equality in the family building community.

#LeaveYourMark by talking about how infertility and barriers to building a family impacts mental health.

#LeaveYourMark by advocating for change at RESOLVE’s Virtual Federal Advocacy Day, in partnership with ASRM.

#LeaveYourMark by joining and supporting RESOLVE in their mission to empower people in their family building journey.

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

- Add the NIAW logo or use social graphics on your website or social media networks.
- Talk about your support of patients, infertility awareness, and NIAW.
- Issue a press release showcasing your support and recognition of NIAW.
- Host an educational or community event.
- Host a fundraiser for RESOLVE.
- Invite local lawmakers to your clinic for a tour.
- #WearOrange on Wednesday, April 24, to rock your ORANGE gear and show your support of NIAW.
- Join RESOLVE & ASRM for Federal Advocacy Day on May 14th. Legislators need to hear from professionals too.
- Announce a special contest or giveaway to promote the week.
- Include NIAW information in your waiting room or shipments to customers.
- Join the NIAW 5-Day Challenge starting Monday, April 22nd, and ending on Friday, April 26th.
- 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! Link to: infertilityawareness.org.

www.infertilityawareness.org
#WEARORANGE

Why ORANGE for Infertility Awareness?

Since 1989, we have used the color orange to raise awareness, increase activity around an important movement, and remind our community every day that RESOLVE is always there for them and providing education that promotes wellness both physically and mentally.

The color orange promotes a sense of general wellness and emotional energy that should be shared, such as compassion, passion, and warmth.

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.

#WearOrange Join the orange movement on Wednesday, April 24th, 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 choose 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*, we want to show the 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 through social media and share how infertility has directly impacted your life, work, and relationships.

Starting Monday, April 22, and ending on Friday, April 26, we are challenging this community to share a different photo, story, or reel every day using the prompts and hashtags below, as well as #NIAW2024 and #LeaveYourMark2024.

**Day 1: 4/22 #ReMARKableStories**
Your #ReMARKableStories deserve to be told. Share your journey on your feed, in a reel, or in a story to show what struggles you’ve overcome, what accomplishments you’ve made, and what challenges still exist in the family building world.

**Day 2: 4/23 #MarkYourSupport**
We know it takes a village — so tell us who’s part of yours. Post and tag the friends, support groups, online communities, etc., to thank them for being a source of positivity in your life.

**Day 3: 4/24 #WearOrange2024**
#WearORANGE on April 24 - from orange socks to an awareness tee shirt, ROCK your orange to raise awareness during National Infertility Awareness Week.

**Day 4: 4/25 #MakeYourMark**
Tell everyone you stand against anti-family bills! #MakeYourMark and sign our petition to say you stand with the 1 in 6 people who face barriers to building a family. RESOLVE will share with every lawmaker we meet that YOU stand up for pro-family legislation and will fight for families.

**Day 5: 4/26 #LeaveYourMark2024**
#LeaveYourMark and donate to RESOLVE, the leading patient advocacy organization dedicated to improving the lives of those struggling to build a family. This year, RESOLVE turns 50 and your donation will make a lasting impact. In a post, reel, or story, let others know about your support and how you’ll continue the conversation about the challenges faced by those with infertility. Donate today!
How else can I get involved during NIAW?

Leave Your Mark Through Social Media

From downloadable social media images, GIFs, Instagram filters, TikTok trends, and more, there are many ways to #LeaveYourMark on any platform you choose. Be sure to use the official hashtags: #NIAW2024 #LeaveYourMark2024.

Learn about the many ways you can share online!

Can you use the NIAW logos and banners?

YES! Get creative. Use our images and add your logo. 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. Explore fundraising ideas or create your own fundraiser and mobilize staff, patients, and clients.

Host an Event

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.

RESOLVE Celebrates 50 Years

Join us in commemorating RESOLVE’s 50th anniversary by making a donation! Your support directly contributes to empowering individuals, advocating for change, and fostering a supportive community for those facing infertility challenges. Every contribution, big or small, makes a difference.

www.infertilityawareness.org
How else can I get involved during NIAW?

You can also help Fight for Families!

Stand with RESOLVE and help us fight for families. If you believe that all people deserve access to the full range of healthcare options when planning a family. Join the Fight for Families!

During NIAW and after, you can leave your mark by helping us keep access to family building options accessible, safe, and legal.

Easy ways you can help:

☑ Sign up for RESOLVE’s Advocacy Network (RAN)

☑ Send this letter to urge lawmakers to protect IVF and stop anti-family bills.

☑ Tell everyone you stand against anti-family bills! #MakeYourMark and sign our petition to say you stand with the 1 in 6 people who face barriers to building a family. RESOLVE will share with every lawmaker we meet that YOU stand up for pro-family legislation. Post a picture, tag @resolveorg, and share why you will Fight for Families! Find our petition here.

☑ Share how you will Fight for Families on your social media! Download these pro-family images and videos to share on social media.

www.infertilityawareness.org
How else can I get involved during NIAW? (cont.)

Register for Federal Advocacy Day
Join us on Tuesday, May 14, 2024, for RESOLVE’s Federal Advocacy Day, in partnership with ASRM. Federal Advocacy Day is a virtual event where individuals unite to amplify their voices and talk directly to Congress about issues affecting the family building community. It’s free to participate, and a team of volunteer leaders will guide and train you to #LeaveYourMARK, all from the comfort of your home.

Register and join virtually on May 14 for Advocacy Day!

Set up a 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 about how to start a RESOLVE DIY Walk!

Proclamation Project
A proclamation is a public or official announcement issued by a Governor, Mayor, and/or City Council member to commemorate a specific period (day, week, or month) for the purpose of raising awareness about local efforts. Consider requesting a local proclamation in your town or city.

Start your proclamation submission!

Light it up Orange!
Consider reaching out to your local community landmarks, businesses or even your own home, and light it up orange! You can find orange light bulbs on Amazon here.

Be sure to take a picture and tag @resolveorg using the hashtag #LightItUpOrange.

www.infertilityawareness.org