

kindbody

# Open the Doors Campaign

Your Toolkit to Engage  
Your Team

June 2024



*Kindbody Signature Clinic*

The conversation around reproductive health in this country has always been shrouded in mystery, myths, and misconceptions. **At Kindbody, our goal is to educate, demystify, and open the doors to the conversation on fertility, family building**—and everything from preconception through postpartum and beyond.

As part of the Open the Doors campaign, we'll be hosting virtual events to spark discussion around LGBTQ+ Family Building for Pride.

**Help us promote these important topics with your team.** This toolkit contains useful assets that you can use:

1. Email template for internal memos  
*Pg 4*
2. Short-form blurb for chat channels  
*Pg 5*
3. Kindbody email campaign (for you to opt into)  
*Pg 6*
4. Flyer  
*Pg 8*
5. Social graphic  
*Pg 9*
6. Digital screen  
*Pg 10*
7. Event schedule  
*Pg 12*

# Messaging Templates & Kindbody Emails

**Recommended send date:** Week of June 3

There is no LGBTQ+ equality without equal access to family building. That's why we're proud to provide Kindbody as your family-planning benefit—offering services that include IVF, egg freezing, male fertility services, and more.

Your Kindbody benefits provide you and/or your partner with:

- A world-class team of fertility experts and clinicians
- Fertility clinics located across the country
- Clinical consultations: either in-person or virtual
- 24/7 chat access to have your questions answered

**Activate your Kindbody benefits**

[Click here](#) to learn more about the services available and create your account.

**Join virtual events being hosted by Kindbody this month:**

**June 5 at 1:30pm ET:** Q&A: LGBTQ+ Family Building

**June 20 at 1:30pm ET:** Family Building with Donor Sperm

**June 26 at 1:30pm ET:** Family Building with Donor Egg & Gestational Carrier

[Click here](#) to register and reserve your spot.

### **LGBTQ+ Family Building**

Recommended send date: Week of June 3

There is no LGBTQ+ equality without equal access to family building. That's why we're proud to offer Kindbody as a benefit that provides family building services—including IVF, egg freezing, male fertility services, and more.

**Take a moment to activate your benefits.** [Click here](#) to create your account and schedule a consultation with a Kindbody clinician.

**Want to learn more?** [Join virtual events](#) being hosted by Kindbody this month on LGBTQ+ family building, surrogacy, and more.

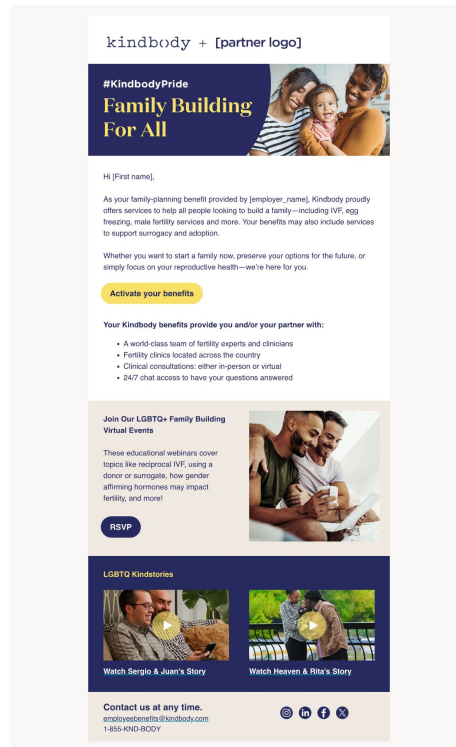
**Audience:** Eligible members with an email address on file\*

**Send Date:** May 30

**Please indicate by May 17 if you'd like either email to be sent to your population.**

**Opt In for Email**

\*If you do not already provide an eligibility file, our team will coordinate receiving a list of email addresses from you if you'd like to opt into the email(s)



**LGBTQ+ Family Building (June)**  
[\(Link to view\)](#)

# Flyers, Digital Signage & Social Graphics

## Recommendations for using these flyers:

- Share with your ERG leaders to distribute
- Include as an email attachment to employees
- Print and post around your worksite
- Post to your intranet



Whether you want to start a family now, preserve your options for the future, or simply focus on your reproductive health—Kindbody can support you with:

- In vitro fertilization (IVF)
- Intrauterine insemination (IUI)
- Egg freezing
- Donor and surrogacy\*
- Adoption\*
- And more

*63% of LGBTQ millennials have the desire to build a family, and most will require assisted reproductive technology (ART) to do so.*

**Activate Your Kindbody Benefits**



Visit [kindbody.com/forall](https://kindbody.com/forall) to create your account and schedule a consultation with a Kindbody specialist.

**Join Virtual Events Hosted by Kindbody this Pride Month**

**JUNE 5**  
Ask Me Anything: LGBTQ+ Family Building

**JUNE 20**  
Family Building with Donor Sperm

**JUNE 26**  
Family Building with Donor Egg & Gestational Carrier

Scan to register or visit [kindbody.com/open-the-doors](https://kindbody.com/open-the-doors)



\*Coverage will vary depending on your benefits package.

## LGBTQ+ Family Building Flyer

[Download File](#)

**Recommendations for using:**

- LinkedIn
- Facebook
- Instagram

**Recommended caption:**

There is no LGBTQ+ equality without equal access to assisted reproductive technology, adoption, and more.

That's why we're proud to offer Kindbody as a benefit to reduce costs and increase access to services essential to build a family—for all.

**63%**  
**of LGBTQ+ millennials  
have the desire to build a family**

kindbody

**Download File**

Co-branded graphics with your company's logo are available upon request. [Click here](#) if you'd like a graphic with your company's logo.

**Recommendation for using:**

- Display on available digital monitors located onsite.

**LGBTQ+ Family Buildings (Events on June 5 - June 26)**

kindbody  
**Pride Month Virtual Events**

**Ask Me Anything: LGBTQ+ Family Building**  
Wednesday, June 5  
1:30pm ET

**Family Building with Donor Sperm**  
Thursday, June 20  
Time

**Family Building with Donor Egg & Gestational Carrier**  
Wednesday, June 26  
Time

QR Code  
**RSVP**  
Scan to learn more

employeebenefits@kindbody.com • 1-855-KND-BODY

[Download File](#)

# Upcoming Events



**Ask Me Anything: LGBTQ+ Family Building**  
*with Dr. Juan Alvarez*

Wednesday, June 5  
1:30pm - 2:30pm EST

Dr. Juan Alvarez, a member of the LGBTQ+ community and a board-certified reproductive endocrinology and infertility specialist, will demystify these options and answer your questions on fertility and family-building.



**Family Building with Donor Sperm**  
*with Dr. Juan Alvarez*

Thursday, June 20  
1:30pm - 2:30pm EST

Dr. Juan Alvarez will take a deep dive into family building options available to those looking to use donor sperm. He'll cover topics like IUI, Reciprocal IVF, selecting a donor, and more!



**Family Building with Donor Egg & Gestational Carrier**  
*with Dr. Juan Alvarez*

Wednesday, June 26  
1:30pm - 2:30pm EST

Dr. Juan Alvarez will review family building options available to those looking to use a gestational carrier and/or donor eggs. He'll cover topics like surrogate recruitment, selecting an egg donor, cost considerations, and more.

***Have any questions?***

*For additional support, please reach out to your Kindbody account manager.*

**Thank You!**

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