

## Team RESOLVE™ Partnership For Local and Regional Family Building Professionals

RESOLVE: The National Infertility Association, established in 1974, is a 501(c)(3) non-profit organization committed to improving the lives of women and men living with infertility. One in eight U.S. couples of childbearing age is diagnosed with infertility. RESOLVE addresses this public health issue by providing community to these women and men, connecting them with others who can help, empowering them to find resolution, and giving voice to their demands for access to all family building options.

Our organizational goals are focused on addressing the disease of infertility and its impact on families under the three pillars of RESOLVE:



### No one should face infertility alone

- The number of peer and professionally-led support groups has increased significantly with support groups now offered in 40 states plus the District of Columbia.
- Scores of family building educational seminars were held nationwide, including in-person events in 10 states.
- Participation in RESOLVE's online community increased to more than 9,500 members, averaging 3,000+ posts a day.



### Promoting the right of all women and men with infertility to access to care.

- More than 63 Congressional visits on Advocacy Day in Washington, D.C.
- Family Act of 2011 was introduced in the U.S. Senate
- Successfully fought anti-family legislation and ballot initiatives in 12 states
- Most comprehensive website for state and federal legislation that impacts the infertility community



### Educating the public about infertility

- Hosted most successful National Infertility Awareness Week® yet:
  - 320 bloggers participated in the "Bust A Myth" message campaign;
  - More than 50 family building businesses held events;
  - More people found the support they need, with unique visits to resolve.org, which increased by 327% during NIAW.
- More than 925 individuals nationwide participated in the Walk of Hope and raised almost \$50,000 for local RESOLVE program and services.
- RESOLVE is a trusted source for the media including these national outlets:



Men'sHealth

SELF

The New York Times

Newsweek



CNN.com



## Join Team RESOLVE™ and Stand Out!

Team RESOLVE™ is a community in which women and men diagnosed with infertility become well informed and well-supported on the many ways in which to build their families. The community includes RESOLVE's grassroots network of volunteers who provide local programs and services nationwide; friends and loved ones who hold a hand and lend a sympathetic ear; and experienced professionals who provide expertise and guidance.

91% percent of the public say that they have a more positive image of a product or company when it supports a cause.  
Source: 2004 Cone Corporate Citizenship Study, Executive Summary

The core areas of social responsibility people are looking for are treating employees well, environmental responsibility, and giving back to the community.  
Source: 2009 Corporate Citizen Study (Penn, Schoen & Berland

As a family building professional, your participation in Team RESOLVE™ supports all the programs and services available to individuals in your local and regional area, promotes statewide and federal efforts to protect access to care, and educates the public about infertility. In addition, by associating yourself with RESOLVE, long recognized as a credible and trusted resource within the Infertility community, your business can enhance its Relationships and brand with clients, the media, and the general public.

A Team RESOLVE™ Partnership directly supports the programs and services which your clients depend on, including support groups, toll-free HelpLines, an award-winning website ([resolve.org](http://resolve.org)), informative print and online publications and educational programs offered locally, in-person, or on-demand.

## Partnership Recognition

As a Family Building Professional, we recognize you have many demands on your charitable and marketing dollars. We hope you will choose to support RESOLVE in 2012 and display our exclusive Proud Partner logo. In addition, RESOLVE offers our Team RESOLVE™ Partners recognition options with online, print, and in person visibility. Please see the next two pages for option descriptions.



## Maximize Your Investment

RESOLVE encourages Team RESOLVE™ Partners to showcase their joint commitment to improving the lives of women and men living with infertility. By highlighting your support of RESOLVE, you will demonstrate your superior level of service to the women and men diagnosed with infertility.

### RESOLVE Constituents based on a 2011 Survey:

- 59% are age 30-39 years old
- 97% are female
- 68% have a college degree or higher
- 51% have a combined household income of \$75,000-\$150,000
- 70% have been trying to conceive for more than one year without seeking medical intervention

## Recognition Options for Team RESOLVE™ Partners

RESOLVE will recognize the support provided by Team RESOLVE™ Partners in a variety of online, print and in person channels. Below is a description of options. To find out more and to customize your partnership recognition, please contact Dawn Gannon at [dgannon@resolve.org](mailto:dgannon@resolve.org) or 703.556.7172.



Recognition	Description
<b>Opportunity</b>	
Regional Sponsorship <i>Online Visibility</i>	Maximize your virtual exposure on <a href="http://resolve.org">resolve.org</a> by supporting all RESOLVE activities in your local area. Benefits include your logo or business name hyper-linked to your website with a short paragraph describing your business. Listings will appear on a sponsor thank you page on the appropriate regional website. The regional sponsor thank you page is highlighted in all regional ecommunications and on regional registration event pages during 2012.
Team RESOLVE™ Membership <i>Online Visibility</i>	Become a member of Team RESOLVE™ and join the hundreds of professionals listed on <a href="http://resolve.org">resolve.org</a> 's Professional Services Directory. This extremely popular section of <a href="http://resolve.org">resolve.org</a> is an excellent, low-cost opportunity to reach consumers in your local area. In a recent survey, 75% of respondents indicated that they are more likely to utilize the services of a professional listed on <a href="http://resolve.org">resolve.org</a> than anywhere else.
Upgraded Professional Services Directory Listing <i>Online Visibility</i>	Your text listing on <a href="http://resolve.org">resolve.org</a> 's Professional Services Directory is bolded and hyperlinked to your website.
Other Resources Listing <i>Online Visibility</i>	Have you published a consumer-focused book, MP3, DVD, or CD on the fertility journey? Do you own an eCommerce site offering family-building items? List it in <a href="http://resolve.org">resolve.org</a> 's Other Resources section! Benefits include a graphic of your book cover, MP3, DVD, CD or your site logo, followed by a short description with a link to a URL where visitors can get more information about your product(s).
Newsletter Ad <i>Print Visibility</i>	Ensure your message reaches thousands of consumers annually by placing an advertisement in RESOLVE's printed newsletter, <i>Resolve for the journey and beyond</i> , which is distributed quarterly to RESOLVE supporters as well as professional offices throughout the country. Ads are offered as an annual contract only. Space is limited and filled on a first-come, first-served basis.





Recognition	Description
Night of Hope Wall Street Sponsorship <i>Online, print and in person visibility</i>	The Night of Hope is an event dedicated to celebrating the efforts of those who improve the lives of people living with infertility. Through RESOLVE's Hope Awards, we honor individuals, organizations and media outlets whose achievements deserve special recognition. Your support of this event showcases your commitment to the infertility community and RESOLVE. Benefits include: <ul style="list-style-type: none"> <li>• Corporate name and logo on the Night of Hope website sponsor page, with a link to URL of your choice</li> <li>• Ten (10) tickets to the Night of Hope Gala (preferred placement)</li> <li>• Full-page ad in the Night of Hope program</li> <li>• Logo recognition on partner video shown throughout the event</li> </ul>
Night of Hope Table Package <i>Print and in person visibility</i>	Benefits include: <ul style="list-style-type: none"> <li>• One (1) table for ten (10) at the Night of Hope Gala</li> <li>• Half-page ad in the Night of Hope program</li> <li>• Logo recognition on partner video shown throughout the event</li> </ul>
Night of Hope Virtual Sponsorship <i>Online Visibility</i>	Benefits include: <ul style="list-style-type: none"> <li>• Corporate name and logo on the Night of Hope website sponsor page, with a link to URL of your choice</li> <li>• Logo recognition on partner video shown throughout the event</li> </ul>
Night of Hope Tickets <i>in person visibility</i>	Join us for an evening celebrating the efforts of those who improve the lives of people living with infertility. Guests are invited to a Welcome Reception, seated Dinner, Hope Awards ceremony, and a Dessert Reception.

Thank you for supporting RESOLVE! We look forward to discussing the Team RESOLVE™ Partner program with you. Please contact Dawn Gannon, Professional Outreach Manager, at 703.556.7172 or [dgannon@resolve.org](mailto:dgannon@resolve.org) to secure your 2012 partnership today.