

THE AMERICAN FERTILITY ASSOCIATION

Who is The American Fertility Association?

The American Fertility Association is a non-profit patient organization committed to helping prevent infertility whenever possible and help people build families of choice, particularly when faced with infertility.

INFERTILITY PREVENTION EDUCATION OUTREACH PROGRAM “MANICURES & MARTINIS”

What is Manicures & Martinis? Manicures & Martinis is an innovative, leading-edge means of delivering our infertility prevention program. The events reach women in their 20's and early 30's with a clear and simple message: if you want to have children one day, there are things you can and should be doing NOW to increase your probability of having a healthy baby.

WHAT ARE THE ATTENDEES SAYING?

INDU M, AGE 25 “Finally some answers. My gynecologist keeps telling me I don't have to worry since I am unmarried but I have been worried. Now at least I know the truth.”

CHITRA M, AGE 32 “I plan on using condoms from now on; I am embarrassed to say that I have been lazy about it. I am too old to keep acting this way and realize I have been irresponsible.”

SIOBHAN W, AGE 27 “I thought I didn't have to worry about getting pregnant until my forties. This is a huge eye opener for me. Thank you!”

including salient talking points on issues of importance to young women such as past abortion history, birth control use, environmental toxins and lifestyle changes.

What additional value do I receive for my sponsorship?

- The event is “tweeted” live on Twitter (including photo uploads) by The AFA staff member managing the event. This means that 1,300+ people will be receiving tweets as the event is occurring. Your organization and the name of the presenting professional will be featured prominently in the tweets. Twitter followers are asked and encouraged to take part in the conversation “virtually.”
- A blog about your event is posted on The AFA's website the next day.
- Your organization is listed in The AFA's infertility prevention booklet, distributed in the gift bags at each event.
- Your organization is listed on The AFA's website as a sponsor of the infertility prevention program.
- You may place literature from your organization in the gift bags.
- You're allowed to gather names / emails of the attendees at the event.
- The AFA shares the anonymous results of the post-event questionnaire with you.

I'm interested! What's the next step?

Call Corey Whelan, Program Director, at 718-853-1411 or email Corey@TheAFA.org

Manicures & Martinis



How is the program promoted?

- **Google:** with a \$10,000 a month online advertising grant, we can effectively drive traffic to the registration page. Last month's Google AdWords campaign yielded **1.9 million impressions**.
- **Twitter:** **1,300+ followers**.
- YouTube: video promotion of the event.
- Facebook: the event is publicized on The AFA's Facebook page. The staff publicizes the event on their own pages as well.
- **E-Release:** a good, old-fashion press release.
- Point of sale “slims” which promote the event to the salon's customers and nearby businesses.
- Dedicated email blasts to our **13,000 strong email list**.
- Outreach to local media (TV, Print, Web and Radio) for editorial coverage.
- Posting on **The AFA's website, with nearly 2,500 sessions and 30,000+ hits a day**.
- Posting on the organization's website.
- Posting on “Charity Happenings,” “Meetup.com”, “Time Out”, and fertility blogs.
- Pre-event blog entries on The AFA's website.
- Advertising, as needed, aimed at the target audience.