

Americans for IVF

ADVOCACY TOOLKIT

Join the Fight for IVF in America.

**ACCESS TO FERTILITY
TREATMENTS ISN'T A LUXURY**

It's a basic healthcare need that
should be accessible to all.

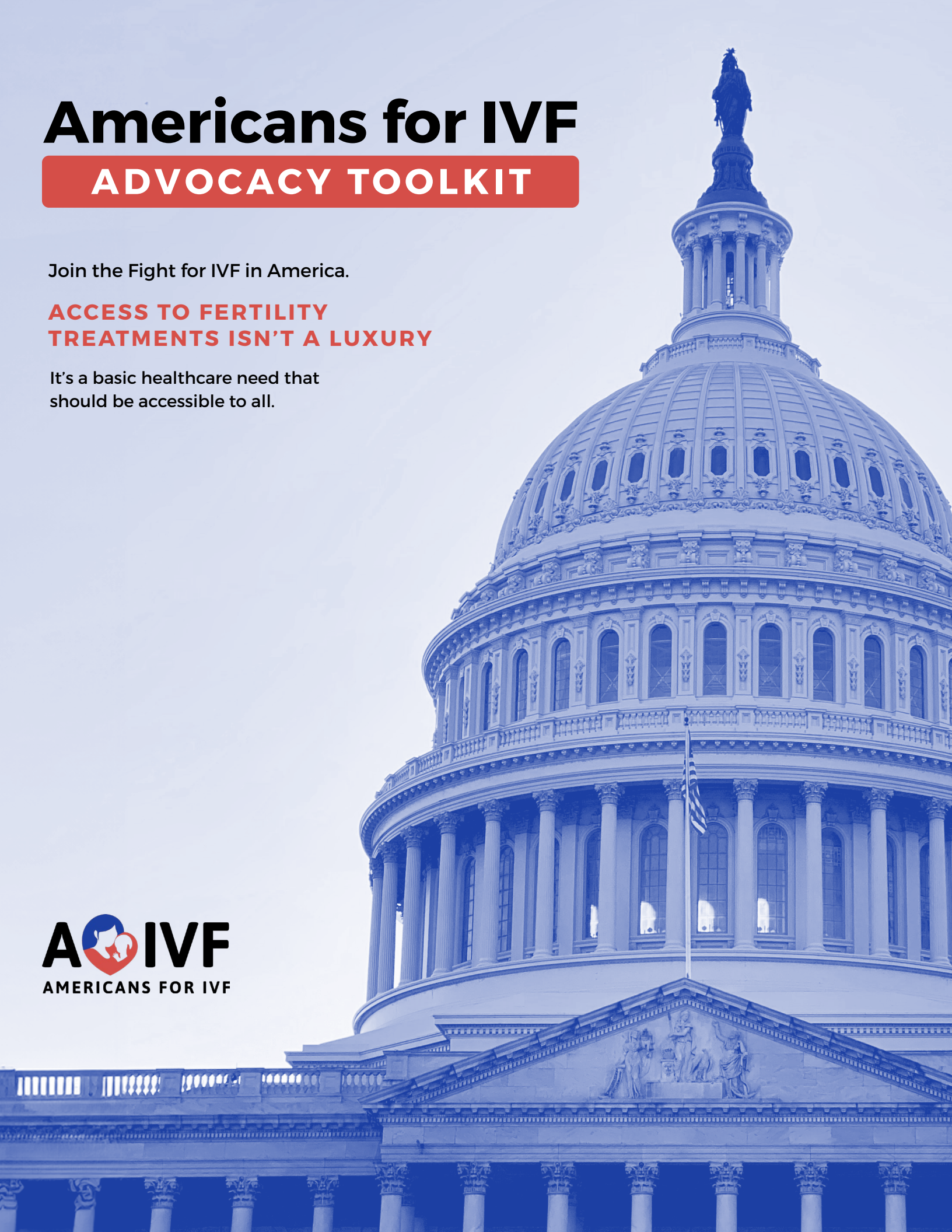


Table of Contents

Americans for IVF Advocacy Toolkit	2
Access to Fertility Treatments Isn't a Luxury	2
Advocacy: Your Voice Matters	3
IVF Fact Sheet: Why IVF is Important	3
Talking Points	3
Understanding the Legislation	4
Engaging on Social Media	4
Email Your Network To Raise Awareness And Support Our Cause	6
Contact Your Legislators	7
Join the Fight as a Medical Professional	8
Thank You For Supporting Americans For IVF	9



Advocacy: Your Voice Matters

Advocacy is a powerful mechanism for creating change - your voice, story, and support matter. Speaking up can help make IVF treatments accessible for all families. Every voice counts! Together, we can influence legislators to ensure insurance plans cover IVF treatments, removing financial barriers for millions of Americans.



IVF Fact Sheet: Why IVF is Important

Infertility Statistics

1 in 8 couples in the U.S. struggle with infertility.

Benefits of IVF

IVF offers hope to those who can't conceive naturally. It's a proven method with high success rates.

Economic Impact

Covering IVF can reduce healthcare costs by preventing complications from untreated infertility.

Talking Points

- IVF is a medically necessary procedure for many.
- Access to IVF should be a right, not a privilege.
- Supporting IVF coverage promotes family.
- IVF offers hope for people with medical complications or who need to delay parenthood.

Understanding the Legislation

The HOPE Act: Legislative Summary

The HOPE with Fertility Services Act is a bipartisan bill, a testament to the shared belief in the importance of this issue. It ensures that assisted reproductive technology, including IVF, is covered by insurance plans. This legislation is life-affirming and pro-family, designed to remove unjust financial barriers and help more couples achieve their dream of parenthood.

The Path Forward For Bills

- **Introduction:** Bills get introduced in Congress.
- **Committee Review:** It is reviewed and modified by relevant committees.
- **House and Senate Votes:** Both chambers of Congress vote on the bill.
- **Presidential Approval:** The bill is signed into law by the President.



Engaging on **Social Media**

Your support on social media helps amplify our message and reach more people. Here's how you can help:



Share Our Content

Follow and share our posts to spread awareness. Use the designed social posts in your toolkit to spread the word!



Use Hashtags

#IVFWarriors #HopeForIVF #IVFEquality #FamiliesForIVF #AIVF



Engage with Legislators

Tag your representatives and ask them to support the HOPE Act.



Connect as a Volunteer

Head to your LinkedIn and add us as a volunteer experience by connecting to AIVF's Company Page. Add us to your profile!



Follow Us

Remember to give us a follow on all of our social platforms.



Share Your Video Story

Your story can inspire others and drive change. Authentic, real-world experiences are powerful advocacy tools that can help make IVF treatments affordable and accessible to millions of Americans who want or need it.

Here are some tips for creating impactful videos or TikToks:

Be Authentic

Share your journey with honesty. Your genuine experiences resonate deeply and can touch hearts and minds. Make sure you are using good lighting and you're recording in a quiet area without background noise, if possible.

Stay Focused

Think through what you want to communicate before you start recording your video, try to keep it to 60 seconds or less and highlight critical points about your experience with infertility and IVF. Clear and concise messages make a stronger impact.

Call to Action

Encourage viewers to support the Americans for IVF and the HOPE with Fertility Services Act and share your video. Advocacy grows through collective action.

Share Your Video With Us

Your stories help fuel our cause. Please highlight us in your share! Every shared story amplifies our message, growing our movement for change and bringing us closer to making a difference.



Email Your Network to Raise Awareness and Support Our Cause

Use the template below to email your network, including family and friends, to help raise awareness, support, and funds for our cause.

Email Script:

Subject: Help Make IVF Accessible for All Families

Dear **[Name]**,

I'm supporting Americans for IVF in their mission to make IVF treatments covered by insurance plans. Infertility affects millions, and this change can make a huge difference. Please join me by donating and spreading the word. Visit www.americansforivf.org to learn more.

Thank you for your support,
[Your Name]



Contact Your Legislators

Reaching out to your legislators helps strengthen our message. Here's a simple script for emails and phone calls: See our email phone script below, which has an easy tool to find your rep!

Subject: Help Make IVF Accessible for All Families

Dear **[Representative's Name]**,

My name is **[Your Name]**, and I'm calling as a constituent in support of the HOPE with Fertility Services Act, introduced by Reps. Lori Chavez-DeRemer and Susan Wild. This bipartisan legislation is crucial for ensuring that families struggling with infertility have access to vital reproductive treatments, including in vitro fertilization (IVF), through private insurance coverage.

Infertility affects millions of Americans regardless of political affiliation, and the HOPE Act addresses this medical need by treating infertility like any other disease, removing financial barriers that prevent families from fulfilling their dream of parenthood.

I urge **[Representative's Name]** to support this life-affirming legislation, which is not only pro-family but also supports women's health by ensuring access to necessary medical treatments. Let's prioritize family creation and remove the obstacles preventing many from starting their families.

Thank you for your attention to this important issue. I hope we can count on **[Representative's Name]**'s support for the HOPE with Fertility Services Act.

Please let me know **[his/her/their]** stance on this bill.

Thank you.
Your Name

Use our easy tool to Find Your Rep. Copy the message above. [Click here to contact your representative.](#)



Join the Fight as a **Medical Professional**

We invite you to join us in a vital mission with Americans for IVF and a coalition of organizations and individuals to educate and engage the American public and our elected representatives in Congress on the importance of in vitro fertilization (IVF) as a morally just pathway to parenthood for families struggling to grow.

Why Your Voice Matters

Every day, we witness the emotional and physical toll that infertility takes on our patients. By joining Americans for IVF, you can help us amplify the voices of these individuals and advocate for the medical care they rightfully deserve.

The Helping to Optimize Patients' Experience with Fertility Services Act (HOPE with Fertility Services Act) is a bipartisan legislation that was recently introduced in Congress. This act aims to ensure that those in need of infertility treatments receive insurance coverage, alleviating the financial burden that currently prevents many from accessing necessary care. By supporting this legislation, we can drive significant policy changes that will benefit millions of Americans.

Specific Call to Action

Americans for IVF is asking you, our esteemed colleagues with experience in fertility medicine and technologies, to join me and add your name to the letter below in support of the HOPE with Fertility Services Act.

By adding your name, you are not only endorsing this crucial legislation but also giving us permission to use your name in our advocacy efforts publicly.

If you are a medical professional or know someone who would like to join our cause, click and share the link to sign our doctor's letter.

Thank You For Supporting Americans For IVF

Thank you for supporting our vital mission. Together, we can make a difference for families across America. Now, it's your turn to take action. Contact your legislators, share your story, and spread the word. Every action helps remove barriers for couples struggling to grow their families.

If you need to get in touch with us with more questions, email us at info@americansforivf.org.

Sincerely,

The AIVF Team

