**Progyny Benefit Communication Resources**

**2026 Surrogacy Awareness Month (March)**

*With Surrogacy Awareness Month in March, we have created these sample communications and compiled resources that you can copy and share with your employees on your internal communication channels such as company intranet, employee newsletter, etc.*

*Please find:*

1. *A* ***short description*** *you can post on your intranet/for any internal communications*
2. *A* ***sample email*** *you can use for internal communication*
3. *A* ***list of resources*** *of relevant articles, webinars, and podcasts to share with your communications*

*Please keep in mind:*

* *Download and save a copy to edit and share*
* *We highlighted what is customizable based on your specific benefit offering to be updated prior to sharing*
* *Please contact your Progyny representative if you need support or additional assets*

**1. Short Description**

In March, we recognize Surrogacy Awareness Month to help raise awareness and highlight support available to those on their family building journey. We are proud to partner with Progyny, your fertility and family building benefit, who shares our commitment to supporting all paths to parenthood. Your Progyny benefit includes dedicated guidance from Progyny Care Advocates (PCAs), with access to surrogacy coaches and resources to help you navigate every step of the surrogacy process. This support includes information on costs, state laws and legal considerations, referrals to surrogacy services, and coverage for select services applicable to the surrogacy journey. Your benefit also includes financial assistance for eligible surrogacy-related expenses. Call Progyny at xxx.xxx.xxxx to speak with a PCA, a family building expert, to learn more about the support available to you.

**2. Sample Email**

Hello,

In March, we recognize Surrogacy Awareness Month to help raise awareness and highlight support available to those on their family building journey. We are proud to partner with Progyny, your fertility and family building benefit, who shares our commitment to supporting all paths to parenthood.

We know that family building and the surrogacy process can feel overwhelming – especially when you’re just getting started. Thankfully, you don’t have to navigate it on your own.

Through Progyny, you have access to support and resources, including financial assistance up to $xx,xxx, to support the surrogacy process. Your Progyny fertility coverage can also be used for pre-transfer embryology services and donor tissue purchase as applicable for your surrogacy journey. Whether you're just starting to think about surrogacy, or have already met your surrogate, your Progyny Care Advocate (PCA) can connect you to a surrogacy coach to provide counseling regarding next steps, including:

* Details on the process and average cost of surrogacy
* Explanation of various processes and pathways
* Resources to find legal advice for state-specific laws that impact your options
* Specific counseling for LGBTQ+ individuals and couples

In addition to surrogacy and family building support, your Progyny benefit includes pregnancy & postpartum support, parenting guidance, and peri/menopause care. **No matter what questions you may have along the way, your PCA is available to help at every step. To get your questions answered or to get started, call Progyny at** xxx.xxx.xxxx, available Monday through Friday from 9 am-9 pm ET, **or create an account at** <https://member.progyny.com/login>.

In the meantime, here are some related content to support your journey:

[Copy/paste desired content from **List of Resources** below]

**Resources:**

* Progyny Education: [Surrogacy/Adoption Resources](https://progyny.com/education/surrogacy-adoption/)
* Article: [Understanding the Surrogacy Process | Progyny](https://progyny.com/education/understanding-the-surrogacy-process/)
* Article: [Surrogacy 101 | Progyny](https://progyny.com/education/surrogacy-101/)
* Article: [What to Consider when Choosing a Gestational Carrier](https://progyny.com/education/what-to-consider-when-choosing-a-gestational-surrogate/)
* Podcast: [Episode 195: Surrogacy: Finding the Perfect Match – Insights for Intended Parents and Surrogates](https://progyny.com/education/podcast/episode-195/)
* Video: [The Day of Delivery: A Surrogate and Intended Parent Share their Experience](https://youtu.be/nQ5EpuS4GOo?si=jJKlN4pWVFDBvSGM)