**Progyny Benefit Communication Resources**

**Pride Month (June)**

*In celebration of Pride Month in June, 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, social media platforms, 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. *Sample* ***social media*** *captions and images for use on company profiles*
4. *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 celebration of Pride Month in June, and always, we are proud to spotlight our partnership with Progyny, your provider for fertility and family building, pregnancy and postpartum, and menopause and midlife care benefits, to offer individualized care to support all our employees across life’s milestones, including the unique needs of the LGBTQ+ community. Your benefit includes concierge support from a dedicated Patient Care Advocate (PCA), access to care from expert providers, and curated resources to support your unique journey. Call Progyny at xxx.xxx.xxxx to speak with a Patient Care Advocate and learn more about the support available to you.

**2. Sample Email**

*Subject*: Celebrating Pride + Progyny Benefit Spotlight

Hello,

In celebration of Pride Month in June, we are proud to spotlight Progyny – **your provider for fertility and family building, pregnancy and postpartum, and menopause and midlife care benefits** –to offer personalized support and care to meet everyone’s unique needs, including the LGBTQ+ community.

**Experiences like becoming a parent and moving through menopause** come with individualized and specific challenges that require accessible, sensitive, and affirming care. That’s where Progyny can help.

Explore the programs available at [Client Name]:

* **Fertility & Family Building**

Access top fertility specialists and support for every path to parenthood, including adoption and surrogacy. Get comprehensive treatment and prescription coverage for fertility care, including IUI, IVF, egg freezing, donor tissue purchase, and more.

* **Pregnancy & Postpartum**

Support throughout pregnancy and up to 12 months postpartum. Speak to labor and delivery nurses, receive referrals to doulas and lactation specialists, plus access a library of education and checklists for each milestone.

* **Menopause & Midlife Care**

Guidance that starts at the earliest symptoms of perimenopause. Access virtual care and personalized treatment plans from a network of menopause specialists to address symptoms due to hormonal changes. Learn lifestyle tips for sleep, nutrition, mental health, and more.

See what care can look like with Progyny. Take the first step by calling xxx.xxx.xxxx; their phone lines are open Monday through Friday, 9 am – 9 pm ET.

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

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

**3. Sample Social Media Assets**

The following copy can be used for LinkedIn, Instagram, or Facebook.

**Copy options**

* *Every family deserves support. At* ***[company name],*** *we’re proud to offer all of our employees comprehensive* ***[select from the following Progyny offerings: fertility & family building, pregnancy & postpartum, parenting, and/or menopause]*** *benefits from [tag] Progyny that are designed to provide care for all member journeys – no matter what it might look like.*

***[insert preferred call to action]*** *#Pride2025 #PartnerInCare #WorkplaceWellness*

* *Our #FamilyBuilding benefits are designed for every path to parenthood - because every family is unique.* ***[company name]*** *partners with**[tag]**Progyny, a leading global women’s health and family building company that provides personalized treatment and care for each member as they navigate life milestones.*

***[insert preferred call to action]*** *#Pride2025 #PartnerInCare #WorkplaceWellness*

**Image Assets**

Recommended sizes for each platform included. Right click on the image of your choice to save it to your device.

Option 1

* [16x9: In-Feed Facebook](https://go.progyny.com/l/863341/2025-05-27/qkch8c/863341/17483699746avyfakm/2025_Pride_Social_Tookit_16x9_In_Feed_Facebook.png)
* [4x5: In-Feed Instagram and LinkedIn](https://go.progyny.com/l/863341/2025-05-27/qkch8r/863341/1748370080BaAHPNg1/2025_Pride_Social_Toolkit_4x5_In_Feed_Instagram_and_LinkedIn.png)
* [9x16: Instagram Story and Reel](https://go.progyny.com/l/863341/2025-05-27/qkch8y/863341/1748370163TMUy7T1A/2025_Pride_Social_Toolkit_16x9_In_Feed_Facebook_2.png)

Option 2

* [16x9: In-Feed Facebook](https://go.progyny.com/l/863341/2025-05-27/qkch8y/863341/1748370163TMUy7T1A/2025_Pride_Social_Toolkit_16x9_In_Feed_Facebook_2.png)
* [4x5: In-Feed Instagram and LinkedIn](https://go.progyny.com/l/863341/2025-05-27/qkch95/863341/1748370224KiUr146Z/2025_Pride_Social_Toolkit_4x5_In_Feed_Instagram_and_LinkedIn_2.png)
* [9x16: Instagram Story and Reel](https://go.progyny.com/l/863341/2025-05-27/qkch98/863341/1748370255mZ2Cjj4Z/2025_Pride_Social_Toolkit_9x16_Instagram_Story_and_Reel_2.png)

**4. List of Resources**

* **Fertility + Family Building**
  + YOUTUBE PLAYLIST: [LGBTQ+ Family Building | Progyny](https://www.youtube.com/watch?v=MQ1pEaxaEVw&list=PLXsADb9HRSjLDrrK5ZdBRVtF2M6qBajeZ)
  + WEBINAR: [LGBTQ+ Family Building](https://progyny.com/blog/celebrating-pride-lgbtq-family-building/)
  + EDUCATION PAGE: [LGBTQ+ Family Building | Progyny](https://progyny.com/education/lgbtq-family-building/)
* **Pregnancy and Postpartum**
  + ARTICLE: [Supporting pregnancy and family-building for LGBTQ+ community | Mayo Clinic](https://www.mayoclinichealthsystem.org/hometown-health/speaking-of-health/pregnancy-and-family-for-lgbtq#:~:text=People%20who%20identify%20as%20LGBTQ%2B,are%20pregnant%20identify%20as%20women.)
* **Menopause and Midlife Care**
  + ARTICLE: [Ask the Expert: What to Know About Menopause When You’re Trans or Nonbinary | Healthline](https://www.healthline.com/health/menopause/ask-the-expert-menopause-in-trans-men-and-nonbinary-people#easing-symptoms)
  + ARTICLE: [Queer and Going Through Menopause? How to Advocate for Yourself | Stripes Beauty](https://stripesbeauty.com/blogs/your-body/lgbtq-and-menopause-how-to-advocate-for-your-health)