THE MILK STORK OPEN ENROLLMENT TOOLKIT

Flyers, templates, and tips to promote your Milk Stork benefit to employees



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WELCOME TO THE OPEN ENROLLMENT TOOLKIT!



Milk Stork is a vital benefit for breastfeeding parents, and we're here to help you highlight its value during this important time.

This toolkit offers customizable templates, informative flyers, and helpful resources to ensure your employees are fully informed about their Milk Stork benefit. Let's dive in and make the most of this open enrollment season,

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MILK STORK BENEFIT EMAIL REMINDER

Use this template to customize and send a reminder that highlights how Milk Stork can support employees' needs throughout the year.

Click Here

Open enrollment is the ideal time to consider all the ways **[Company Name]** supports you. One way we do this is with our Milk Stork benefit. This unique service is designed to assist our breastfeeding parents, making it easier to manage breastfeeding responsibilities while traveling for work.

Milk Stork is the first and most trusted breast milk shipping service, designed to help you manage your breastfeeding responsibilities while traveling for work. Whether you're on the road frequently or occasionally, this service ensures you can continue to nourish your baby without interruption.



WHY MILK STORK?

Ease and Convenience

No need to worry about transporting breast milk during business trips. Milk Stork handles all the details from cooler delivery to overnight shipping.

Peace of Mind

Focus on your work commitments without the added stress of managing breastfeeding logistics.

To use this benefit, visit our company Milk Stork portal at **[Milk Stork Portal URL]** or reach out to the HR department directly at **[HR Contact Information]**.

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MILK STORK BENEFIT SLACK/TEAMS REMINDER

Slack/Teams benefit announcements are great because they have high visibility. You can also encourage employees to refer back as needed and ask questions.

Click Here

Don’t Forget – Breast milk shipping is covered at **[Company Name]** with Milk Stork.

As a valued part of our benefits package, **[Company Name]** offers Milk Stork—a convenient breast milk shipping service that supports our breastfeeding employees, making work travel easier without interrupting your breastfeeding journey.

BENEFITS FOR YOU

Ease and Convenience

No need to worry about transporting breast milk during business trips. Milk Stork handles all the details from cooler delivery to overnight shipping.

Peace of Mind

Focus on your work commitments without the added stress of managing breastfeeding logistics.

Visit **[Milk Stork portal URL]** to learn more and place your order for any upcoming business travel.



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MILK STORK INTRO VIDEO FOR PARENTS

Open enrollment is a busy time for employees as they review their benefits, so it's important to highlight the support available to them, like Milk Stork. Share this video to help them understand how Milk Stork can help new parents.

Click Here

Subject Line Discover How Milk Stork Makes Breast Milk Shipping Easy at **[Company Name]** – Watch Now!

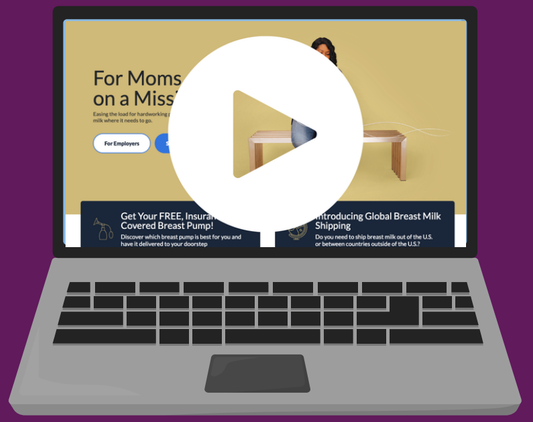
Dear [employee name],

As part of this year's open enrollment, we're excited to share a special video session to show you the resources available to you with your Milk Stork benefit. This session is designed to guide you through how Milk Stork works, how it can support your breastfeeding journey while traveling for work, and how to make the most of this benefit during open enrollment.

IN THIS VIDEO, YOU'LL LEARN:

- What Milk Stork is
- The resources you have access to
- Step-by-step instructions for using Milk Stork

Be sure to watch this video and take full advantage of the Milk Stork benefit throughout the year.



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INTERNAL NEWS RELEASE

Keep employees informed about their Milk Stork benefit with an internal news release. If you have an in-house PR team, you can customize and send this to them.

Click Here

[**Company Name**] Highlights Milk Stork Benefit During Open Enrollment to Support Breastfeeding Parents

[City Date] – As part of this year's open enrollment, **[Company Name]** is proud to highlight Milk Stork, the first and most trusted breast milk shipping service, as a key component of our benefits package. This service is designed to support our breastfeeding employees by making it easier to manage their breastfeeding responsibilities while traveling for work.

Milk Stork delivers ready-to-ship coolers directly to your location, allowing you to ship breast milk home safely and efficiently. This benefit is just one of the ways we're committed to enhancing work-life balance and supporting the diverse needs of our workforce.

To use this benefit or learn more during open enrollment, visit our company Milk Stork portal at [Milk Stork Portal URL] or contact the HR department at **[HR Contact Information]**.

"Our commitment to inclusivity and support for all employees remains strong, and we're pleased to offer benefits like Milk Stork that directly contribute to the well-being of our staff," says **[Senior Executive's Name] [Position]**.

Make sure to take advantage of this essential benefit throughout the year!

TIP

Customize your announcement and share it internally in a company newsletter, intranet, etc.

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SOCIAL MEDIA TIPS & TEMPLATES

LINKEDIN

We're proud to offer Milk Stork, the first and most trusted breast milk shipping service, as part of our employee benefits package at **[Company Name].**

This essential benefit is available to our breastfeeding parents, helping them manage breastfeeding needs while traveling for work. We encourage our employees to take advantage of this essential benefit throughout the year!

TAGGING:
@milkstork #MomsOnAMission

FACEBOOK & INSTAGRAM

New Employee Benefit Alert!

We're proud to offer Milk Stork, the first and most trusted breast milk shipping service, as part of our employee benefits package at **[Company Name]**. This essential benefit is available to our breastfeeding parents, helping them manage breastfeeding needs while traveling for work.

We're proud to make this essential service available to our employees!

TAGGING:
@milkstork #MomsOnAMission

X (TWITTER)

[Company Name] offers Milk Stork to support our breastfeeding parents with a seamless solution to manage breastfeeding needs while traveling for work.

TAGGING:
@milkstork #MomsOnAMission

TIP **Encourage employees to post about their Milk Stork experience**

Access the Templates

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OFFICE TV / MONITOR DISPLAY

Customize this slide with your company name and display on the TVs / monitors at your office.

Download the Slide



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DOWNLOAD EMPLOYEE FLYERS TO PROMOTE MILK STORK

Looking for more ways to spread the word about Milk Stork?

Check out our library of customized flyers! Share digitally or print right from the Resources section of your Employer Dashboard.

Login to My Portal

HOW TO ACCESS YOUR MILK STORK FLYERS

LOG IN TO YOUR MILK STORK EMPLOYER DASHBOARD

VIEW
Once logged in, navigate “Resources” from the menu.

DOWNLOAD
Click on the download link next to the desired flyer.

SEND
Distribute these flyers through company email, internal newsletters, lactation rooms, or other physical locations within the workplace to maximize awareness and engagement.

RECOMMENDED FLYERS

- **Breast Milk Shipping for Travel Flyer**
- **How to Place Your Milk Stork Order Flyer**
- **Lactation Room Poster**
  Print-Ready

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FOR ADDITIONAL ASSISTANCE PROMOTING YOUR MILK STORK BENEFIT, CONTACT US.



clientassistance@milkstork.com

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