



THE MILK STORK ERG TOOLKIT

Templates and tips to share
your Milk Stork benefit with
other parents





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Welcome to the Milk Stork ERG Toolkit!

Milk Stork supports breastfeeding
parents—especially during travel.

This toolkit is built for ERG leaders to
help you understand the benefit, share it
with your community, and spark
meaningful conversations at your
company.

Let's dive in!



WHAT IS MILK STORK?



Milk Stork is the first breast milk shipping service created to support working parents—especially breastfeeding parents who travel. It's a benefit many companies offer to help make parenting and work more compatible.

When someone needs to be away from their baby for work—like a conference or offsite—Milk Stork provides everything needed to safely ship breast milk home.

Since launching, it has helped thousands of families navigate the realities of postpartum life, offering a practical and empowering benefit that bridges parenting and career demands.

Milk Stork is:

- Trusted by leading employers across industries
- Designed to support parents during travel
- A symbol of family-friendly values and workplace equity

Some employers also choose to expand coverage to:

- Personal travel during the postpartum period
- Partner or spousal travel when milk needs to be shipped home

Milk Stork helps working parents feel seen, supported, and empowered to keep breastfeeding while thriving at work. Together, we can make sure they know about it!



By the numbers

13m Ounces of breast milk shipped

10+ years honoring our mission to help parents thrive

WHO SHOULD YOU TELL ABOUT MILKSTORK?



Milk Stork is most powerful when people know it's available.

As an ERG leader, you're uniquely positioned to raise awareness within your community. The parents you support may be navigating travel, planning parental leave, or simply trying to manage day-to-day life with a baby. A quick mention from you could make a world of difference.

This benefit is designed to support:

- Breastfeeding parents who are about to travel
- Employees returning from parental leave
- Expecting parents preparing for transitions

Quick prompts you can use to engage your community:

- "Headed on your first trip without your baby?"
- "Need to keep up your pumping routine while commuting?"
- "Worried about how you'll feed your baby after returning to work?"

Milk Stork is here for those moments.

Milk Stork doesn't just support working parents—it helps them feel seen. When you remind someone this benefit exists, you're giving them one less thing to worry about. That's a powerful way to show support.



Small Reminders, Big Impact

A quick Slack message or a sentence at the end of a meeting might be all it takes to help a parent feel more supported and confident. Never underestimate the value of your voice.

HOW MILK STORK WORKS: WHAT TO SHARE WITH PARENTS



Milk Stork is easy to use—whether someone is shipping breast milk home during travel or preparing to return to work.

Here's what ERG leaders should know so you can point parents in the right direction:

Milk Stork Helps With:

- Shipping refrigerated or frozen breast milk home during travel
- Storing breastmilk while commuting or attending conferences
- Making the return from parental leave smoother

How Employees Get Started:

1. Log in to the company's Milk Stork portal (provided by HR)
2. Choose the product that fits their needs (like Pump & Ship, Freeze & Ship, etc)
3. Follow the simple ordering process with flexible delivery options
4. Reach out to Milk Stork's support team with any questions



Tip for ERG Leaders:

Reinforce that Milk Stork is a parent-friendly tool available year-round. Mention it regularly in your ERG comms to normalize its use.

WHAT TO KNOW ABOUT TSA & BREAST MILK TO SUPPORT PARENTS



Many parents have questions about TSA and breast milk travel—your ERG can help ease the stress by sharing what to expect.

Key Things to Know:

- TSA allows breast milk in quantities over 3.4 oz—even without the baby present.
- Parents can bring frozen or thawed milk, ice packs, gel packs, and pumps.
- Coolers and pump gear don't count toward carry-on limits.

If They're Carrying Milk Through Security:

- They should tell the TSA officer at the start of screening.
- Milk may be X-rayed or inspected (they can request alternative screening).
- It helps to pack milk separately for easy access.

If They're Using Milk Stork to Ship Milk:

- No need to bring milk through TSA—Milk Stork handles it from door to door.

Tip for ERG Leaders:

Milk Stork's TSA & Breast Milk Guide covers what parents need to know—what's allowed, how to prep, and what to expect. Share it before travel:
go.milkstork.com/tsa-breast-milk-guide



ERG SLACK ANNOUNCEMENT



Use this Slack message (or adapt one of the alternates) to keep Milk Stork visible and relevant in your ERG channel or parent community.

Standard Message:

Traveling for work or recently returned from leave?

Don't forget about your Milk Stork benefit—it helps breastfeeding parents ship milk home during work trips and long commutes.

[Insert Company Milk Stork Portal Link]

Alternate Versions:

- "Traveling soon? Milk Stork can help."
- "Just returned from leave? Here's one benefit you should definitely know about."
- "Breastfeeding + work travel = hard. Milk Stork makes it easier."

[Access the Template](#)



CELEBRATE THE PARENTS IN YOUR COMMUNITY



Want to celebrate the parents in your community this spring?

Use Mother's Day, Father's Day, or Parent Appreciation Day as a moment to show support and raise awareness about your Milk Stork benefit.

Here's how you can spotlight the benefit:

- Mention it in your ERG's newsletter or Slack channel
- Share a story or testimonial from a parent who used Milk Stork
- Drop a reminder message into your parenting group chat:
 - "Parenting doesn't pause for work travel. Just a reminder that [Company Name] offers Milk Stork to help ship breast milk home while traveling."

Tip: These moments are a great way to normalize the challenges of working parenthood—and highlight the resources your company provides.



RETURN-TO-OFFICE AWARENESS



Support Pumping Parents During Workplace Transitions

As more team members transition back to in-person or hybrid work, it's a great time to remind your ERG community that they don't have to navigate pumping logistics alone.

Here's a message you can share in Slack or in a parent ERG conversation:

"Heading back to the office and still breastfeeding? Don't forget—Milk Stork can help you ship milk home or store it safely when you're away from baby."

Keep it personal, supportive, and peer-driven. Even a quick reminder can make someone feel less alone in the transition.

Tip: Returning to the office can feel overwhelming—especially for new parents. A simple Slack shoutout or reminder in your ERG meeting can go a long way in making someone feel seen, supported, and informed about the benefits available to them. Don't underestimate the power of a quick, friendly nudge.



CONFERENCE & SUMMER TRAVEL SEASON



Conference season is picking up—and travel stress is real for breastfeeding parents.

Business travel ramps up in spring and summer—and for breastfeeding parents, that adds a layer of stress. Whether it's a multi-day conference or a quick client visit, Milk Stork makes it easier to keep feeding routines on track while away from home.

As an ERG leader, a quick post or conversation can help someone discover a benefit they didn't know they had.

Use this season to:

- Remind employees about Milk Stork as business travel picks up
- Encourage parents to plan ahead and schedule shipments early
- Share stories of how others have used Milk Stork on work trips

Ways to spark a conversation:

- "Heading to a conference? Milk Stork can help you stay on track while you're away."
- "Business trip coming up? You don't have to choose between showing up and breastfeeding."
- "Spring travel season is here. Don't forget about your Milk Stork benefit."



Bonus: Mention Milk Stork during team syncs or in Slack channels where parents or frequent travelers gather. A quick reminder at the right time can make a big difference.

TESTIMONIAL VIDEO LINKS: REAL STORIES FROM WORKING PARENTS



Want to help parents see themselves in the benefit?

These short video testimonials from real Milk Stork users bring the experience to life—showing just how helpful this benefit can be during business travel, big moments, or everyday challenges.

Olympic Coach Testimonial

A U.S. Olympic Archery Coach shares how Milk Stork supported her on the world stage—shipping breast milk while coaching at the Olympics in France.

[Watch the Video](#)

Business Travel Testimonial

Hear from a working mom who used Milk Stork during her business trips and felt empowered to stay on track with both her career and her breastfeeding journey.

[Watch the Video](#)

How to Use These Videos:

- Share in your next ERG Slack post or parenting newsletter
- Play one during an upcoming parent-focused meetup or event
- Add to your ERG intranet or resource library
- Use as a conversation starter for new or expecting parents

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!

How to access your Milk Stork flyers:

- Request Admin access to Milk Stork's benefits portal from your HR team
- Go to milkstork.com and log in to your Milk Stork portal.
- **View.**
 - Once logged in, navigate "Resources" from the menu.
- **Download.**
 - Click on the download link next to the desired flyer. Each flyer is pre-customized with your company's unique Milk Stork portal link for easy distribution and access.
- **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)

[Log In to My Portal](#)



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For additional assistance promoting
your Milk Stork benefit, contact us at
clientassistance@milkstork.com

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