



THE MILK STORK HR TOOLKIT

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

**FOR
MOMS
ON A
MISSION.**



milkstork®



Welcome to Milk Stork! Milk Stork is an essential employee benefit for breastfeeding parents, and we're here to make it easy for you to shout it from the rooftops.

This easy-to-follow toolkit provides you with customizable templates, flyers, and tips to promote your Milk Stork benefit. Let's get started!



TABLE OF CONTENTS

01

Internal Communications Templates

Page 3

1. Company Email announcement
2. Slack/Teams Announcement
3. Parental Leave Email
4. Return to Work Email
5. Return To Office Email
6. Breastfeeding at Work Guide
7. Seasonal Travel Reminder
8. ERG Email
9. ERG Slack/Teams Announcement
10. Internal News Release

02

Marketing Tips & Templates

Page 13

1. Social Media Tips & templates
2. Intranet Banners & Graphics
3. Testimonial Video Links

03

Download Employee Flyers

Page 15

MILK STORK BENEFIT EMAIL ANNOUNCEMENT



We are thrilled to announce a new addition to our employee benefits package that supports our commitment to diversity, inclusion, and family-friendly workplace policies.

Starting today, **[Company Name]** is partnering with Milk Stork, the first and most trusted breast milk shipping service. This benefit is designed to support breastfeeding parents by providing a practical and supportive solution for managing breastfeeding responsibilities while traveling for work and being away from their baby.

What is Milk Stork?

Milk Stork provides an easy-to-use service that delivers specially designed coolers to your location, enabling you to ship your breast milk home safely and efficiently when you are away on business. This service ensures that you can continue to nourish your baby without interruption, regardless of your work commitments.

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.

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



One of the first steps to create awareness is to send an email announcement to your employees. Customize this template and send!

[Access the Template](#)

MILK STORK BENEFIT SLACK/TEAMS ANNOUNCEMENT

Exciting News! We're Partnering with Milk Stork! We are thrilled to announce that **[Company Name]** is now offering Milk Stork as an employee benefit.

Milk Stork provides a convenient and reliable breast milk shipping service, making it easier for our breastfeeding employees to travel for work without interrupting their 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.

How to Get Started:

1. Visit **[Milk Stork Portal URL]**.
2. Create an account with your work email address.
3. Choose from an array of breast milk shipping or carry-home options.

For more information, reach out to HR at **[HR Contact Information]**.



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

[Access the Template](#)

Expecting employees have a lot to coordinate before going on leave, so be sure to remind them about Milk Stork and other great family benefits available.

[Access the Template](#)

TIP

Be sure to include other family benefits that your company offers in your email

PARENTAL LEAVE EMAIL



Subject Line Ideas:

- Ready for Parental Leave? Enjoy It to the Fullest with Our Support
- Make the Most of Your Parental Leave – Explore Your Benefits
- Enjoy Every Moment of Parental Leave – We’ve Got You Covered

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

As you prepare for your upcoming parental leave, we want to ensure that you are fully aware of the resources and benefits available to support you during this special time and as you plan your parental leave. We are excited to remind you of your access to Milk Stork, a convenient service designed to support breastfeeding parents.

Milk Stork is the leading breast milk shipping service that makes it easier for working parents to manage breast milk logistics, whether you’re traveling for work or transitioning back to the office. Before you go on leave, we encourage you to familiarize yourself with how Milk Stork can assist you upon your return. To view or use this benefit, visit our company Milk Stork ordering portal at **[Milk Stork Portal URL]** or contact **[HR Contact Information]** for more information.

We hope you find this service helpful and that you fully enjoy this precious time with your new family member. Please feel free to reach out if you have any questions.

Wishing you a wonderful and restful leave,

[Your Name]
[Your Position]

Make the transition back to work as seamless as possible by reminding employees about Milk Stork and the other great family benefits available to support them.

[Access the Template](#)

RETURN TO WORK EMAIL



- Subject Line Ideas:**
- Back from Leave? Let Milk Stork Make Your Return Smoother
 - Welcome Back! Remember Your Milk Stork Benefit!
 - Milk Stork Benefits to Support Your Return from Parental Leave

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

Welcome back! As you transition back to work, we want to ensure that your return is as smooth and supportive as possible. One of the benefits awaiting you is access to Milk Stork, the leading breast milk shipping service that supports breastfeeding parents by providing a practical and supportive solution for managing breastfeeding responsibilities while traveling for work or when apart from their baby.

Benefits of Using Milk Stork:

- Ease and Convenience: Milk Stork delivers coolers directly to your location, which can be easily shipped back to your home, ensuring your baby has everything they need while you're away.
- Peace of Mind: Knowing that you can maintain your breastfeeding routine helps reduce stress and supports your physical and emotional well-being.

To use your Milk Stork benefit, visit our company Milk Stork ordering portal at **[Milk Stork Portal URL]**, or contact our Human Resources department at **[HR Contact Information]** to learn more.

Welcome back, and we look forward to supporting you during this exciting phase of your career and parenthood!

Warm regards,
[Your Name]
[Your Position]



RETURN TO OFFICE SUPPORT



Subject: A New Tool for Pumping Parents in the Office

As you return to the office, we want to make sure you're set up for success. Your Milk Stork benefit includes access to the Milk Cubby—a portable, TSA-compliant cooler that makes it easy to store and carry breast milk throughout your day.

If you're pumping at work and transporting milk home, the Milk Cubby helps simplify your routine and protect your milk on the go.

Learn more and order here: **[Insert link to Employee Portal]**



[Access the Template](#)



SEASONAL TRAVEL REMINDER



Subject: Travel Plans? Don't Forget This Benefit

Hi **[Employee Name]**,

If you're traveling this season—whether for work or personal reasons—don't forget that your Milk Stork benefit makes pumping and shipping breast milk easy.

With just a few clicks, you can:

- Ship your breast milk home from wherever you're staying
- Coordinate deliveries to your baby or caregiver

Order ahead for a stress-free trip: **[Insert Milk Stork portal link]**

For questions or assistance with placing an order, contact: **info@milkstork.com**

[Access the Template](#)



EMPLOYEE RESOURCE GROUP EMAIL



Subject: Share This With Your ERG: A Benefit That Supports Breastfeeding Parents

Hi **[ERG Leader Name]**,

We'd love your help spreading the word about a benefit that makes a big difference for parents at **[Company Name]**.

Milk Stork is available to all eligible employees and offers a simple, reliable way to support breastfeeding while navigating work, travel, and everyday routines. It's designed to lighten the load for working parents—especially during times of transition, like returning from parental leave or heading back into the office.

With Milk Stork, employees can:

- Ship breast milk home during work or personal travel
- Ship or travel with refrigerated or frozen depending on trip length

If you're sharing ERG newsletters, hosting events, or engaging in Slack/Teams groups, this is a great time to remind members that this resource is here for them.

Let us know if you need anything else or would like Milk Stork to participate in an upcoming ERG event.
Thanks so much for helping us support working families!

[Your Name]

[Your Title / HR or Benefits Team]

[Access the Template](#)



ERG SLACK ANNOUNCEMENT



Hey parents and caregivers!

Did you know that **[Company Name]** offers Milk Stork as a benefit for breastfeeding parents? Whether you're heading out on a business trip, commuting to the office, or just juggling life on the go, Milk Stork makes it easier to pump and ship breast milk wherever you are.

Check out what's available and how to use your benefit here: **[Insert portal link]**

Have questions about placing an order? The Milk Stork team is super helpful: **info@milkstork.com**

Let's make parenthood and work coexist without compromise!

[Access the Template](#)



INTERNAL NEWS RELEASE



[Company Name] Introduces Milk Stork as a New Employee Benefit to Support Breastfeeding Parents

[City, Date] – **[Company Name]** is proud to announce a new partnership with Milk Stork, the first and most trusted breast milk shipping service, as part of our ongoing commitment to supporting diverse family needs and enhancing work-life balance for all employees. This new benefit is available effective immediately to all employees.

Milk Stork provides a convenient solution for breastfeeding parents who are traveling for work or need assistance with breast milk delivery when away from their baby. This service ensures that nursing parents can maintain their breastfeeding routine without disruption, emphasizing our commitment to the health and well-being of our employees and their families.

Milk Stork delivers ready-to-ship coolers to the employee's location, making it easy to send breast milk home safely and efficiently. By reducing the stress of managing breastfeeding logistics during business trips, we are enabling our employees to focus on their professional and personal lives with greater peace of mind.

Employees planning to use Milk Stork can simply register through the dedicated company portal at **[Milk Stork Portal URL]**. The service covers all logistics from cooler delivery to overnight shipping, ensuring that breast milk is handled with care and reaches its destination safely.

"Our partnership with Milk Stork aligns with our core values of inclusivity and support for all employees," says **[Senior Executive's Name], [Position]**. "We recognize the challenges that breastfeeding parents often face in the workplace and are committed to providing solutions that help them thrive both at home and at work."

We are excited to offer Milk Stork to our employees and take another step forward in our mission to create a supportive and inclusive workplace.

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

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

[Access the Template](#)

TIP

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

When lactation support is communicated clearly and proactively, it increases trust, reduces stress, and boosts retention. This resource makes it easier for everyone to get on the same page.

[Access the Guide](#)



BREASTFEEDING AT WORK

TEMPLATES AND TALKING POINTS for HR Leaders

*Communicate lactation benefits
with confidence*

Talking about breastfeeding at work can feel awkward or uncomfortable for both employees and managers. But it shouldn't be. When handled well, these conversations build trust, reduce stress, and improve retention. In this guide, you'll find tips, plug-and-play templates, and talking points to help communicate lactation benefits clearly and normalize pumping at work.

www.milkstork.com

BREASTFEEDING AT WORK: TEMPLATES AND TALKING POINTS FOR HR LEADERS



Navigating conversations about breastfeeding at work can be challenging—for both managers and employees. That's why we created a comprehensive guide to help HR leaders and people managers communicate about lactation support with clarity, confidence, and compassion.

What's Inside:

Manager Talking Points

Equip leaders with the language to confidently support breastfeeding parents returning to work. From pump schedules to flexibility tips, we've included everything you need to set the tone for a supportive workplace.

Ready-to-Use Templates

Save time and stay compliant with communication templates covering pump breaks, lactation room access, and employee travel. Each one aligns with PUMP Act requirements while reinforcing a culture of care.

Return-to-Work and Travel Guidance

Help breastfeeding parents plan ahead and feel supported, whether they're re-entering the workplace or heading out on the road.

SOCIAL MEDIA TIPS & TEMPLATES

TIP

Encourage
employees to
post about their
Milk Stork
experience

[Access the Template](#)

LinkedIn

New Employee Benefit Alert!

We're excited to announce that **[Company Name]** has partnered with Milk Stork, the first and most trusted breast milk shipping service, to support our breastfeeding parents.

Milk Stork provides a seamless solution to manage breastfeeding needs while traveling for work. We're proud to make this essential service available to our employees!

TAGGING: @milkstork #MomsOnAMission



Facebook & Instagram

New Employee Benefit Alert!

We're excited to announce that **[Company Name]** has partnered with Milk Stork, the first and most trusted breast milk shipping service, to support our breastfeeding parents.

Milk Stork provides a seamless solution to manage breastfeeding needs while traveling for work. We're proud to make this essential service available to our employees!

TAGGING: @milkstork #MomsOnAMission

X (Formerly known as Twitter)

We're excited to announce that **[Company Name]** has partnered with Milk Stork to support our breastfeeding parents with a seamless solution to manage breastfeeding needs while traveling for work. We're proud to make this essential service available to our employees!

TAGGING: @milkstork #MomsOnAMission

INTRANET BANNERS & GRAPHICS



Use the following messaging in intranet banners or benefits portals to increase visibility for the Milk Stork benefit. These messages are designed to prompt employees to explore the offering:

- **Traveling soon? Milk Stork makes it easier.**
- **Pump. Ship. Done.**
- **A benefit that travels with you.**
- **Milk Stork supports your feeding journey—
at work, at home, or on the road.**
- **Parents, meet your newest travel essential.**

**Include a clickable CTA
that directs employees to:**

**[Insert Milk Stork
portal link]**



TESTIMONIAL VIDEO LINKS: REAL STORIES FROM WORKING PARENTS



Showcase how Milk Stork empowers parents in real life with these powerful stories. Use these videos to bring your benefits communications to life and help employees see themselves in the experience.

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 HR or ERG newsletter
- Embed in your benefits intranet page
- Include in onboarding or return-to-work materials
- Feature during internal events that support 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:

- **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](#)



milkstork®

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

milkstork® 2025