

INFERTILITYAWARENESS.ORG

Action Toolkit

National Infertility Awareness Week® 2026

WE ARE
#MORE THAN
INFERTILITY

national
infertility
awareness
week®



NATIONAL INFERTILITY AWARENESS WEEK® April 19–25, 2026 #MORETHAN

national
infertility
awareness
week®



Infertility. It's more than just a disease or situation. It changes lives. During National Infertility Awareness Week®, we need to come together as a community to demand more: more support, more awareness, more representation, more education, and more access to care.

This year, we will honor all the infertility stories and diverse people on their family building journeys. Because you are more than your diagnosis, and you deserve **more**.

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WHAT'S INSIDE OUR TOOLKIT?

This toolkit includes information about National Infertility Awareness Week® (NIAW), founded by RESOLVE: The National Infertility and Family Building Association. Inside, you'll find info about RESOLVE, facts about infertility, how you can join us in spreading awareness, advocating for access to care, and supporting people who are facing challenges in building a family.

If you have any questions, please reach out to our staff at RESOLVE or visit our official NIAW website at infertilityawareness.org.

RESOLVE

Phone: 703.556.7172
Email: info@resolve.org
Website: resolve.org

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NIAW GOALS

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NIAW is hosted by RESOLVE: The National Infertility and Family Building Association

NIAW & GOALS

WHAT IS NATIONAL INFERTILITY AWARENESS WEEK® AND WHY GET INVOLVED?

National Infertility Awareness Week® (NIAW) was founded by RESOLVE in 1989. NIAW is the only federally recognized health observance for infertility. For seven days, we emphasize connection, awareness, advocacy, and challenging the stigmas of those facing infertility.

All too often, misrepresentation and misinformation appear in media stories or are shared online. This influences lawmakers and companies that create policies around the issues our community faces. It also impacts the way our friends and family react to our needs. NIAW is a movement that empowers all people challenged in building a family to share their story, fight the misinformation, and connect with a supportive community that cares.

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WHEN IS NATIONAL INFERTILITY
AWARENESS WEEK® ?

APRIL 19-25, 2026



Marilyn Gomez
RESOLVE Fundraiser
and Advocate

NIAW & GOALS

WHEN IS NATIONAL INFERTILITY
AWARENESS WEEK® ?

APRIL 19-25, 2026



Marilyn Gomez
RESOLVE Fundraiser
and Advocate

WHAT IS NATIONAL INFERTILITY AWARENESS WEEK® AND WHY GET INVOLVED?

When we come together and engage during National Infertility Awareness Week®, we can:

- Flood social media and news outlets with positive stories and evidence-based facts around infertility and family building
- Influence lawmakers to create policies that help us fight the status quo
- Help friends and family understand how they can better support us
- Bring awareness to the clinics, businesses, products, and services that support family building journeys
- Connect with those who feel isolated and alone with our community of people who care about them and are walking similar paths.

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NIAW 2026

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NIAW 2026

JOIN US FOR NATIONAL INFERTILITY AWARENESS WEEK®: **#MORETHAN**

April 19–25, 2026



Joe Cody
RESOLVE Advocate,
Hope Award Honoree

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We are whole people empowered to tell our stories and live our journeys. We are more than a diagnosis. **#NIAW2026**

We are **#MORETHAN**.

#MoreThan is this year's NIAW theme. It recognizes that infertility does not look one certain way, and neither does the community it affects. National Infertility Awareness Week® 2026 amplifies the diversity of paths, identities, cultures, and families navigating infertility, reminding the world that there is no single story. In fact, we discover we are:

- **#MoreThan** statistics. We are diverse people sharing important stories.
- **#MoreThan** alone. We are a supportive community for all families.
- **#MoreThan** silence. We are advocates for everyone's access to care.
- **#MoreThan** a difficult diagnosis. We embody strength, hope, and love.
- **#MoreThan** infertility. And we deserve more.

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NIAW 2026

WE'RE #MORETHAN ONE IN SIX.

We're individuals with stories.

Our Voices Matter.

Struggling with infertility and the challenges of trying to build a family can be isolating and can impact every facet of your life. It's perfectly fine if you're not ready to open up. This journey is yours, after all. But we know there's more to your story. Sometimes sharing can help you discover new strength, develop connections with others who get it, and even help the world see just how deeply infertility touches lives.

*World Health Organization, Sexual and Reproductive Health and Research (SRH). (2023, April 3). Infertility prevalence Estimates, 1990-2021. <https://www.who.int/publications/i/item/978920068315>

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Marisa Albert
RESOLVE NYC Marathon Runner



NIAW 2026

Marisa Albert
RESOLVE NYC Marathon Runner



WE'RE #MORETHAN ONE IN SIX.

We're individuals with stories.

Our Voices Matter.

1 out of 6 people of reproductive age is impacted by infertility globally*, so while you might feel lonely, you are certainly not alone.

Regardless of ethnicity, gender, sexuality, or socioeconomic status, all are welcome to share their story during NIAW. The millions of Americans affected by infertility deserve more than silence. We deserve our voices to be heard.

*World Health Organization, Sexual and Reproductive Health and Research (SRH). (2023, April 3). Infertility prevalence Estimates, 1990–2021. <https://www.who.int/publications/i/item/978920068315>

Action Tip: If you're not ready to share your story yet, social media is a great place to find other people who are talking about their lived experiences. It's a good step towards building a supportive network and helping amplify the voices of people facing infertility.

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GET INVOLVED, PROMPTS, SOCIAL MEDIA TIPS & ASSETS

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GET INVOLVED

HOW TO GET #MOREINVOLVED DURING NATIONAL INFERTILITY AWARENESS WEEK®



Jaime Heard
RESOLVE Advocate

#MORETHAN

NIAW is hosted by RESOLVE: The National Infertility and Family Building Association

Everyone can make a difference. Discover ways you can get involved and support National Infertility Awareness Week® and RESOLVE.

Spread the word.

You can impact how people think about infertility. With everything from shareable social media images and GIFs to interactive stories, there's #MoreThan enough ways to jump in and join the conversation wherever you hang out online. Just don't forget to tag it with the official hashtags: **#NIAW2026** **#MoreThan**

Light It Up Orange!

Consider reaching out to your local community landmarks, businesses, or even your own home, and light it up orange! Once you've brightened your community, take a photo and tag: [@resolveorg](#) **#LightItUpOrange**.
[Submit a NIAW Landmark Lighting Survey](#)

Join RESOLVE's Month of Action

Participate in RESOLVE's Month of Action.
[Learn more at resolve.org](#)

Action Tip: Not sure you want to join the infertility discussions without more education? You can start by checking out [resolve.org](#) for more info and free resources.

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GET INVOLVED

MORE WAYS TO GET INVOLVED DURING NATIONAL INFERTILITY AWARENESS WEEK®



The Proclamation Project

A proclamation is like a public shout-out from your Governor, Mayor, or City Council, giving a special nod to a day, week, or month dedicated to raising awareness about important causes. Get in on the action and request one for your town or city! It's a powerful way to shine a spotlight on local efforts and make some noise.

[Start your proclamation submission here.](#)

Set Up a Walk of Hope

Spread awareness about infertility support in your hometown by organizing a RESOLVE Walk of Hope. Bring your community together to boost awareness, support those on their family building journey, and raise critical funds to ensure RESOLVE can continue its mission. Learn how to start a [RESOLVE Walk](#).

FUNdraise for the Cause

Join and support the passionate people bringing awareness to infertility by raising funds for RESOLVE! We've got plenty of ideas to get you started, or you can create your own fundraiser! Rally your staff, clients, friends, and family, and let's make it happen together.

Host an Event

Choose RESOLVE as the beneficiary of your next virtual charity event, business anniversary, professional milestone, or retirement. Contact info@resolve.org to customize your own fundraising event.



[@resolveorg](#)



[resolveinfertilityorg](#)



[linkedin.com/company/resolve](#)



[infertilityawareness.org](#)



Social Media Graphics & Logos



Sample Social Media



Poster

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GET INVOLVED

JOIN THE 5-DAY CHALLENGE

**WHEN:
MONDAY, APRIL 20 –
FRIDAY, APRIL 24, 2026**



Your life is #MoreThan a snapshot.
Tell the story behind it.

We're inviting the community to show that infertility is More Than one story, one statistic, or one week. Join our NIAW 5-Day Challenge, where each day you're invited to share a photo, post, story, or reel inspired by our daily prompt.

Together, we amplify visibility, combat misinformation, and build collective advocacy, because when we show the full picture, change becomes possible.

Also, be sure to include our main NIAW hashtags, #NIAW2026, #MoreThan, and #NIAW to join the movement and amplify your voice.

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ACTION TOOLKIT 2026

GET INVOLVED

JOIN THE 5-DAY CHALLENGE

WHEN:
APRIL 20-APRIL 24

01

4/20

#MoreThanMyJourney

Infertility doesn't look one way, and neither does the community it affects. Today is about honoring the whole person behind the diagnosis.

Share a post, photo, or reel that reflects your family building journey, whether you're trying, taking a break, exploring options, living childfree not by choice, supporting a loved one, or just beginning to ask questions. Your story matters, exactly as it is.

02

4/21

#MoreThanAlone

Support can look like a partner, a friend, a provider, an online community, or simply someone who listens without trying to fix things. And for some, support is still something they're searching for.

Today, recognize the people, spaces, or moments that have helped you feel less alone. Tag them, thank them, or share what meaningful support looks like to you.

03

4/22

#WearOrange2026

Orange represents warmth, hope, and forward movement. And today, it represents visibility. Wear orange in any way that feels right to you and share your photo or video to help spark conversations about infertility. Big or small, bold or subtle, every act of visibility helps challenge assumptions and remind others they're not alone.

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ACTION TOOLKIT 2026

GET INVOLVED

JOIN THE 5-DAY CHALLENGE

WHEN:
APRIL 20-APRIL 24

04

4/23

#MoreThanBarriers

We are more than the barriers we face. We are more than what holds us back. We are fighters.

Today is about advocacy. Share how you're taking action or what change you want to see, whether that's equitable insurance coverage, inclusive care, workplace benefits, accurate education, or state/federal legislation to increase access to care.

05

4/24

#MoreThan

More Than doesn't end when #NIAW does. This community, our message, and our fight live on past the week's end. It's a year-long commitment to show up for ourselves, for others, and for this community. Share how you'll continue living the More Than message beyond this week. That might mean donating, volunteering, starting conversations, supporting others, staying engaged with RESOLVE, or simply giving yourself permission to exist beyond the struggle.



ALL DAYS

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Don't forget to tag @resolveorg and use each challenge hashtag in your posts to join the NIAW movement!

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GET INVOLVED



SINCE 1989, WE HAVE USED THE COLOR ORANGE TO RAISE AWARENESS AND REMIND OUR COMMUNITY THAT RESOLVE IS ALWAYS THERE FOR THEM AND PROVIDING EDUCATION THAT PROMOTES WELLNESS, BOTH PHYSICALLY AND MENTALLY.

Kellee Stewart
Actress/ Writer and
Award Winning Fertility Advocate

Why orange?

The color promotes a sense of general wellness and emotional energy that should be shared, such as compassion, passion, and warmth. Studies show that the color orange can create physical effects such as a heightened sense of activity, increased socialization, a boost in aspiration, stimulated mental activity, increased oxygen supply to the brain, increased contentment, and enhanced assurance. Orange also helps aid decision-making and enhances happiness, confidence, and understanding. Plus, it's just a sunny color that stands out.

#WearOrange

On Wednesday, April 22, join the orange movement for National Infertility Awareness Week®! Whether it's an orange shirt, fun orange socks, bold orange lipstick, an orange ribbon, or even an orange boa (go big or go home, right?), rock your orange gear however you like. Whatever you choose will be perfect as long as it is, you guessed it, orange.

#WearORANGE2026
FOR INFERTILITY AWARENESS WEDNESDAY, APRIL 22, 2026

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PROVIDERS, BUSINESSES & NON-PROFITS

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GET INVOLVED

AMPLIFY. COLLABORATE. LEAD.

Ways to support National Infertility Awareness Week®

Together, we're more than the sum of our parts, and our shared voice can make a real impact. If you're a clinic, provider, or work for a company or non-profit that cares about the family building community, here's how you can join the movement. Your patients, constituents and customers will notice and appreciate the support!

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HOW CAN CLINICS
& BUSINESSES
PARTICIPATE
IN NIAW?



Danielle Melfi
RESOLVE CEO

COMMUNITY

AMPLIFY

Add the NIAW logo or downloadable social graphics on your website or social media networks.

Print out posters for your office or waiting room showing your support of NIAW (check out our Downloadable Resources).

Talk about your support for patients, infertility awareness, and NIAW to people in person, online, anywhere and everywhere!

Launch a social media campaign connected with the NIAW theme using downloadable images from infertilityawareness.org.

Participate in the NIAW 5-Day Challenge starting Monday, April 20, and ending on Friday, April 24.

Action Tip: Let lawmakers know that we are #MoreThan silence, we are advocates, organizations, patients, providers, and people who want to change the status quo. Learn how state and federal legislation could impact access to care and how to use your voice at resolve.org/advocacy.

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ACTION TOOLKIT 2026

COMMUNITY

COLLABORATE

Light It Up Orange! Reach out to local landmarks, businesses, or your own home to light it up orange. Take pictures and tag @resolveorg with #LightItUpOrange.

#WearOrange2026 on Wednesday, April 22, to show your support of NIAW.

Host an educational or community event to increase awareness and support for infertility.

Issue a press release to showcase your support and recognition of NIAW.

Reach out to local businesses to help spread awareness by displaying NIAW-related materials.

Announce a special contest or giveaway to promote National Infertility Awareness Week (NIAW).

Reach out to other local business and host a lunch and learn.

Action Tip: Submit a Proclamation in your local city/county in support of NIAW. Get in on the action and request one for your town or city! It's a powerful way to shine a spotlight on local efforts and make some noise. [Start your proclamation submission here.](#)

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COMMUNITY

LEAD

Become a RESOLVE sponsor to contribute to our efforts to fight for access to care.

Host a fundraiser for RESOLVE on your social media channels to raise awareness and funds for infertility causes.

Invite local lawmakers to visit your clinic for a tour and better understand infertility treatments and patient needs.

Include NIAW information in your eCommunications to keep your audience informed and engaged.

Download NIAW materials for your social media or print for physical locations.

Participate in RESOLVE's Month of Action. Learn more at resolve.org.

Action Tip: Host an event during NIAW and share it with the community! Big or small, we want to know about what's happening in your area and what you are doing to help spread awareness. In person or online, submit your event at <https://www.infertilityawareness.org/happening>.

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COMMUNITY

ABOUT RESOLVE

RESOLVE: The National Infertility and Family Building Association empowers people navigating their fertility journey through trusted information, community support, and grassroots advocacy that make family building options accessible to everyone.

RESOLVE EXISTS TO PROVIDE:

- Access to Care
- Protection for IVF
- Advocacy for Coverage
- Connection to Support and Community
- Increased Education for Patients, Pre-patients, and Others
- Awareness of All Family Building Options

RESOLVE promotes NIAW by:

- Collaborating with professionals, businesses, patients, and others to share messages about infertility awareness with local and national audiences.
- Hosting the official NIAW website which provides resources and tools to empower visitors to raise awareness in their community.
- Working with the media and legislators as the leading expert and the voice for the infertility community.

Action Tip: Help fuel RESOLVE's mission with charitable giving. Set up a one-time or monthly donation over at resolve.org.

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ABOUT RESOLVE

**THIS IS MORE THAN A WEEK
FOR US. IT'S A MISSION.**

COMMUNITY PARTNERS

We honor the **non-profits** that are actively working alongside us to help improve the lives of millions of people who struggle to build a family.

Learn more about RESOLVE's Community Partners at infertilityawareness.org/community-partners

Action Tip: Want to continue making a difference even after NIAW is over? Participate in RESOLVE's Month of Action! Learn more at resolve.org.

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Tag @resolveorg and use #MoreThan #NIAW2026 in your NIAW posts to raise our voices together.

Find posters, social media posts, and more at our downloadable resources page at infertilityawareness.org/niaw-materials.

**WE CAN'T
DO THIS
ALONE.**

NIAW SPONSORS

MEDIA

More access. More education. More support.

We work alongside the media every day to share information on issues facing the millions of Americans who live with infertility and those that struggle to build their family. We are a source of expert information on all aspects of infertility and the family building journey which may include medical treatment, third-party reproduction, surrogacy, mental health resources, adoption, living without children, advocacy for insurance coverage for infertility treatment, and adoption legislation.

National Infertility Awareness Week® (NIAW) is always the last full week of April and was founded by RESOLVE: The National Infertility Association. Millions of Americans regardless of race, religion, sexuality or economic status face barriers in starting a family. Anyone can be challenged to have a family. NIAW unites millions of Americans who want to remove the stigmas and barriers that stand in the way of building a family of their own.

Find NIAW 2026 Media Articles and Videos at
infertilityawareness.org/media-information

For media inquiries: **resolve@heller.inc**

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More
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INFERTILITY



MEDIA

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WE
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More

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