



# Get Aunt Flow Period Products in Your Athletic Facilities



## GOAL

To develop and launch a free-access, Aunt Flow period product program funded by the athletics department.

## STEP 1

# Aunt Flow Info + Resources

Please review the following resources. Our team is always here to be supportive with any questions!



**CLAIRE CODER,  
FOUNDER & CEO**

**Founded in 2016, Aunt Flow is a certified WBENC woman-owned company headquartered in Columbus, Ohio.**

“Hi! I’m Claire. I founded Aunt Flow after getting my period in public without the supplies needed. At 18-year-old, I dedicated my life to developing a solution to ensure businesses and schools could sustainably provide quality period products for free in bathrooms. Aunt Flow products are made with organic cotton (no weird stuff) and we are constantly working to reduce our environmental impact.”

## Why Aunt Flow?

### Free-vend dispensers:

Our period product dispenser is free-vend, so no one has to use a quarter to get a product out of the machine.

### Give-back program:

For every 10 period products sold, we donate 1 back to a menstruator in need.



### Easy to refill:

Aunt Flow dispensers include a window to see when the product is running low.

### Sustainable:

We launched a new design for our menstrual pads to cut down on plastic. Plus, all period products are made with organic cotton.

### High capacity:

Our period product dispenser holds up to 5x the capacity compared to other brands.





## Resources and Helpful Links



- [Applicator Tampon and Cartridge Pad One Pagers](#)
- [Aunt Flow Brand Story Video](#)
- [Aunt Flow Dispenser and Period Product Overview Video](#)
- [Company Overview One Pager](#)
- [Dispenser Models P-E-R-O One Pagers](#)
- [Get to Know Aunt Flow](#)
- [How to Respond to Objections and Concerns](#)
- [Media + Brand Kit](#)



### REMEMBER:

**The goal is to feel empowered when speaking with your Athletics Department team.**

## STEP 2

### Reach Out

Reach out to Aunt Flow at [hello@goauntflow.com](mailto:hello@goauntflow.com), and the team can work with you to ensure you feel fully empowered with the info above and answer any questions you may have.



### STEP 3

## Meet With Your AD

Request a meeting with your AD or Assistant AD using our email template to share your passion for positive inclusion through Aunt Flow.

[Student-Athlete to Admin Email Template](#)



### STEP 4

## Connect Aunt Flow and Athletic Director

Once you've connected your AD with Aunt Flow, you can sit back and relax while we get the conversation flowing! In this meeting with your AD, we will provide a visual presentation, discuss programming and potential next steps.



### STEP 5

## Follow Up

After your AD meets with the Aunt Flow team, be sure to follow-up! Respectfully ask your athletics team how the meeting went, and what the next steps are to ensure people with periods are well cared for at your athletics facilities.





## STEP 6

# Make an Impact!

Aunt Flow installation takes place, impacting your entire athletics community!

Keep the momentum going by broadcasting your success on social media and connecting with your school or local newspaper to write a story. Be sure to share your story with the Aunt Flow team to be featured on our blog, [The Periodical!](#)

Read the blog post about how Irina Cantos, a student-athlete just like YOU, advocated for free period products in her [athletics department](#).

