



Aunt Flow Rollout Toolkit

A guide for launching an Aunt Flow free-vend period product program at your organization



WELCOME!

You did it, you brought Aunt Flow to your organization! We are so excited you have taken this big step in supporting the needs of menstruators who enter into your space.

Now, how to spread the word that your organization has joined the menstrual movement? Here is a resource for you and your team to put period positivity (and your organization's values) on blast.

In this toolkit, you'll find:

Strategy:

[Set a Goal](#)

[Identify the Audience](#)

[Clarify the Message](#)

[Select Channels](#)

Resources:

[Email Template](#)

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Set a Goal

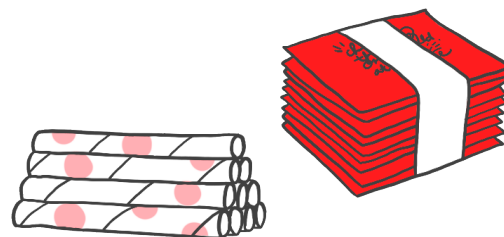
When it comes to goal setting, we recommend going for a **BHAG** (Big Hairy Audacious Goal)

Ask your key stakeholders, **what does a successful rollout look like at your organization?**

EXAMPLE

If you are a superintendent launching Aunt Flow across your school district, your goal might be that 90% of your teachers and students and 30% of your parents know about the free-vend program.

Use the space below to document your own rollout goals!



GOALS



Identify the Audience/s

This toolkit is designed to help you get the word out about your partnership with Aunt Flow and let your community know that your bathrooms are stocked with resources for menstruators.

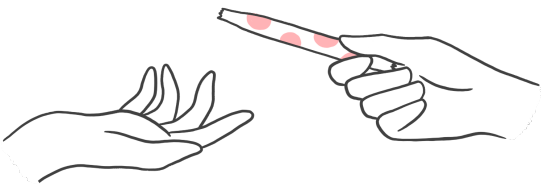
Like in all successful marketing, you need to have a clear understanding of your audience before you put a communication plan in place. Use this section to do just that.

Who are you trying to reach with this message?

EXAMPLE

If we use the example above, for a school district launching Aunt Flow, your primary audience would be: the students, the staff, and parents in your district. You may also be interested in sharing this new initiative with other superintendents, so your secondary audience could be district leaders statewide.

Brainstorm both your primary and secondary audiences here!



PRIMARY AUDIENCE	SECONDARY AUDIENCE



Clarify the Message

Another trick is to have one clear message for each of your audiences. Now that you know your audience, think about what will resonate with them.

Clarifying your message is also an opportunity to think about the key values behind your organization, and you have an opportunity to communicate how offering free period products supports those values in a tangible way.

EXAMPLE

If we use the school district example above, perhaps a core value for your school district is diversity & inclusion, and within that value your district aims to level the playing field so all students can achieve success.

You may want to identify the key message for each of your audience segments. Using our example above, your key message by segment might be:

STUDENTS



[[School District]] wants to make sure that your needs are met so that you can focus on learning. That's why we have partnered with Aunt Flow to offer free period products in the bathrooms at your school.
#PeriodPositivity

STAFF



We know you have a lot on your plate, and as a part of our goal to better support our staff and give you one less thing to worry about, [[School District]] has joined the #MenstrualMovement and is now offering free period products in all staff bathrooms.

PARENTS



[[School District]] has joined the movement for period positivity and we are now offering free period products to your scholars so that no student has to choose between learning and mother nature.



Select the Channels

How do you choose your channels?

Choosing your channels could be tied to your budget. If you have a large budget, you could choose to do a fun event. If you're working with a more limited budget, look at which channels are free. Maybe start with your email list or printing out signage.

Now comes the fun part: Once you have identified your audience and clarified your message, you should consider how you will spread the word by identifying the key channels you will utilize in this campaign.

Below are some ideas to get started. Think through the resources and channels that will be unique to your organization.



BUSINESSES

Intranet

Employee interest or
advocacy groups

Onboarding process



SCHOOLS

Student government

Morning announcements

Parent newsletters



Additional Channels:

- * Print signage (Check out the supplemental print material in this toolkit that you can customize for your organization attached to this document!)
- * **Write a Press Release** (For comments and quotes from Aunt Flow, contact hello@goauntflow.com)
- * Email (Find email copy on the next page of this toolkit)
- * Social Media (Don't forget to tag **@goauntflow** in your posts so we can share!)
- * Pop-up event

Outline the channels
you'll test out below



CHANNELS



Social Media Toolkit

Take to social media to spread the good news that you now stock Aunt Flow!
Don't forget to tag us **@GoAuntFlow** in your posts.

SOCIAL VISUALS

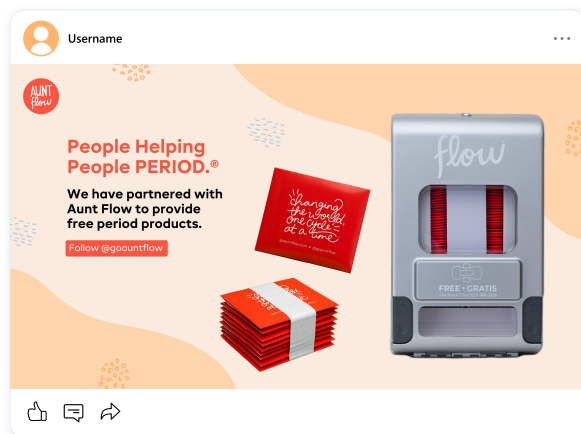
INSTAGRAM

TWITTER

LINKEDIN

Social Post Examples:

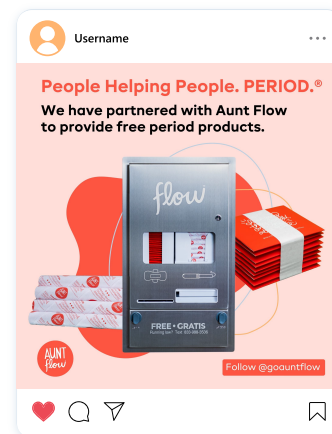
LINKEDIN



CAPTION:

"We are thrilled to share that our school has joined the national movement to stock freely accessible tampons and pads in our school bathrooms. We have partnered with Aunt Flow - a woman-owned company - to provide organic cotton tampons and pads in dispensers. Offering menstrual products in bathrooms has increased school attendance amongst girls by 2.4% and has been proven to decrease the taboo nature around the natural bodily function of menstruation."

INSTAGRAM



CAPTION:

"We are excited to announce that we have partnered with @GoAuntFlow to offer free menstrual products here at (YOUR COMPANY)! We care about your experience as a (STAFF MEMBER / STUDENT / CUSTOMER / PATRON) when you are in our building/s and providing quality, organic tampons and pads is one way to provide the best experience we can."



Customizable Signage

Access printable signage for your building/s!



[CLICK HERE](#)

The link above will give you access to:

- * Customizable stall signs
- * Customizable dispenser signs
- * Customizable hall signs
- * Printable mirror decals

you are
MAGICAL
♥@goauntflow

Spread Period
POSITIVITY
♥@goauntflow



Email Message Template

Here's an example email you can send out to your community to announce your new partnership with Aunt Flow. See the guidance above on calling out the company values that Aunt Flow is supporting and share them with your audience.



Email Address
Subject
To:

July 11, 2022 at 3:00 PM

Hello (RESPONDANT NAME),

We are excited to announce that (YOUR COMPANY) has joined the national movement to stock freely accessible tampons and pads in our bathrooms. We have partnered with Aunt Flow, a woman-owned company, to provide organic cotton tampons and pads in dispensers.



Helpful Links

Looking for additional resources?

- [Aunt Flow - All Systems Overview](#)
- [Aunt Flow Pads One Pager](#)
- [Aunt Flow Overview One Pager](#)
- [Aunt Flow Tampons One Pager](#)
- [Dispenser One Pagers](#)
- [Legislation Map](#)
- [Media + Brand Kit](#)
- [Product Photos](#)
- [Stickers](#)
- [Touch-Free Disposal Unit Overview](#)



You're Ready to Roll!

Now that you have your plan in place - you can find **all** of our customizable signage, social media files, photography, logo, and even our Aunt Flow Brand Guide [here](#)!



CONNECT WITH US!

Questions? We're here to hear you!
Reach out to our customer support team at support@goauntflow.com.

