



# ConceiveAbilities<sup>®</sup>

## REFERRAL TOOL KIT



DID YOU KNOW?

**80%**

OF CONCEIVEABILITIES SURROGATES  
WANT TO REFER A WOMAN THEY KNOW  
TO BECOME A SURROGATE.

## THANK YOU FOR TRUSTING US WITH YOUR FRIENDS AND FAMILY!

We are honored by that trust and we promise we will roll out the red carpet for anyone you refer that is interested in learning more about becoming a surrogate.

**Not only will your referred surrogates help someone build their family, they will have the opportunity to grow their own family's financial future.**

**Get more social with  
your surrogacy journey!**

Reach out to our SURROGATE  
ENGAGEMENT TEAM to discover  
how you can become a  
ConceiveAbilities  
Influencer!



### STEP ONE.

#### *Download Your Tool Kit*

You've taken the first step by downloading your referral tool kit and we're here to guide you through the entire referral process.



### STEP TWO.

#### *Make A List of 20 Women*



### STEP THREE.

#### *Get Your Personalized Referral Code*



### STEP FOUR.

#### *Share Your Story*



### STEP FIVE.

#### *Your Referral Applies To Be A Surrogate*



### STEP SIX.

#### *Collect Your Referral Bonus*

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## *Make A List of 20 Women*

You know first-hand how lifechanging being a surrogate can be. Make a list of 20 women you think are open-minded, love being a mom and may be interested in learning how they can help a couple who would otherwise not be able to have a child.

### WHO WOULD MAKE A GREAT SURROGATE?

You know what makes a great surrogate, because you are a great surrogate.

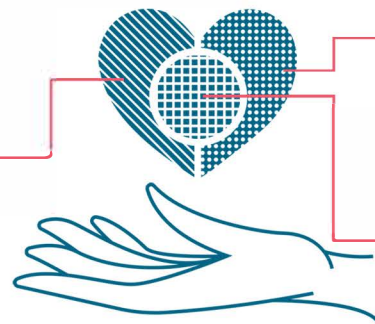
She's passionate. She's a giver. She loves being a mom. She finds purpose in bringing joy to those around her.


### She's a Giver.

ConceiveAbilities State of Surrogacy

 ConceiveAbilities  
SURROGACY & IVF WORKFORCE

  
**50%**  
volunteer  
regularly



  
**50%**  
are registered  
blood/organ donors

  
**25%**  
foster pets

*three.*



# WHERE IS SHE?

## SOCIAL NETWORKS

Sharing your story with your social network is a positive way to educate more women about being a surrogate. Post a heartfelt image of you pregnant with your surrobaby on a meaningful surrogacy anniversary and share why you became a surrogate. Put your voice in action with how your journey changed your life and the life of your intended parents. Engage your community to comment or DM you with more questions about your journey and share more details about your surrogacy journey with them directly.

## COMMUNITY GROUPS

Take the opportunity to connect with women who are in your community groups like a book club, gardening club or hiking club and share your experience with them. Not only do you learn more about them, you can share your surrogacy accomplishment with them and educate them about the surrogacy process.

## VOLUNTEERING OPPORTUNITIES

Do you volunteer to give blood? Do you donate your time at the local animal shelter or foster pets? Engage with fellow women while you give back. It's a great opportunity to share your story and connect and learn more about your friends and neighbors.

## SCHOOL & PARENT GROUPS

If you find yourself at a PTA meeting, a baseball game or a playgroup, you may find it's the perfect time to bring up your experience! Maybe you are at the park and you notice another mom who loves playing with her kids. She may be the perfect person to strike up a conversation about the possibility of becoming a surrogate.

## CHURCH

Your church community may be a great resource for women who want to bring the joy of family to hopeful couples. Think about women in your church you admire as a mom. While at a church function, share your experience about why you became a surrogate for your intended family and the impact it had on both of your lives.

## FITNESS CLASSES

After your yoga group or while you are warming up for your cycling class, you may bring up staying in shape during and after your surrogacy journey. Share how you found your purpose through surrogacy and how proud you are of your ability to bring joy to other families.

# WHO IS ON YOUR LIST?



ONE.

TWO.

THREE.

FOUR.

FIVE.

SIX.

SEVEN.

EIGHT.

NINE.

TEN.

ELEVEN.

TWELVE.

THIRTEEN.

FOURTEEN.

FIFTEEN.

SIXTEEN.

SEVENTEEN.

EIGHTEEN.

NINETEEN.

TWENTY.

# Narrow Down Your List



After you have made your list, narrow it down. We will do all the hard work of ensuring that anyone you refer can have a healthy and successful journey, but these are a few of the initial qualifications that we look for at the earliest stages of the process.

If you don't know, don't count her out until you've had a chance to share your surrogacy experience with her.

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## *Get Your Personalized Referral Code*

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You know what makes a great surrogate, because you are a great surrogate. She's passionate. She's a giver. She loves being a mom. She finds purpose in bringing joy to those around her. Now, ConceiveAbilities surrogates can earn extra money through the ConceiveAbilities Referral Program!

*You both earn  
**\$50** when her  
online registration  
is successfully  
completed*

*You both earn  
**\$100** when her  
initial call is  
successfully  
completed*

*You both earn  
**\$500** when she is  
ready to begin the  
matching process  
and meet the family  
she is meant  
to help*

**Click here to get your  
unique referral link!**

seven.





## Share Your Story

From your experience, you know people have a real interest, and even curiosity, in how surrogacy works. Be authentic and true to your surrogacy journey. Send a note to the women on your list and schedule coffee or a virtual meetup! Tell her why you think she would be a wonderful surrogate and share your experience with her. Be open and honest to all questions she has about surrogacy and share your amazing journey with her.

Here are some conversation starters to help you break the ice:

When someone asks how many children you have, bring up your experience as a surrogate to help others bring their children into the world.

If you are speaking about your children, ask about her pregnancies. If she had a positive pregnancy experience and loved being pregnant, share your love of being pregnant and your calling to become a surrogate to help other hopeful parents experience the joy of having children.

If a friend is telling you they are looking for flexibility and ways to increase work/life balance, share how being a surrogate gave you the financial flexibility to fulfill a family goal whether that was spending more time with your children as they grow or allowing you to create a college fund for them.

### STILL UNSURE HOW TO START THE CONVERSATION?

Connect with other ConceiveAbilities surrogates and discover how to get the conversation started by joining our [Surrogacy Learning Center](#) today!



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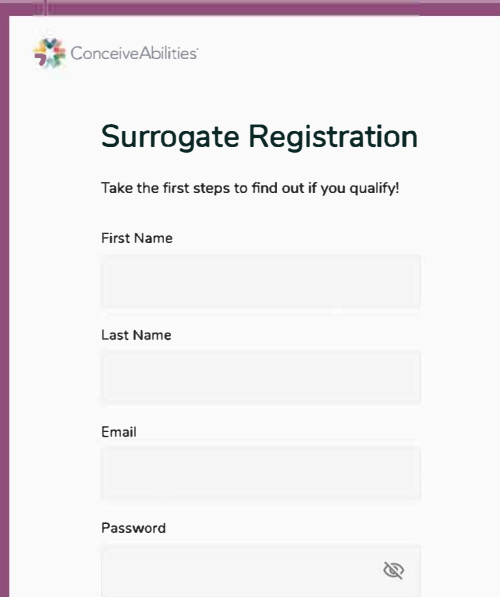
## *Your Referral Applies To Be A Surrogate*

Our new application makes applying to become a surrogate easy and fast! Have her apply on our improved application at [ConceiveAbilities.com](https://conceiveabilities.com) to learn about her qualifications to be a surrogate in just ten minutes. We will take it from there and follow up with the VIP treatment for your referral.

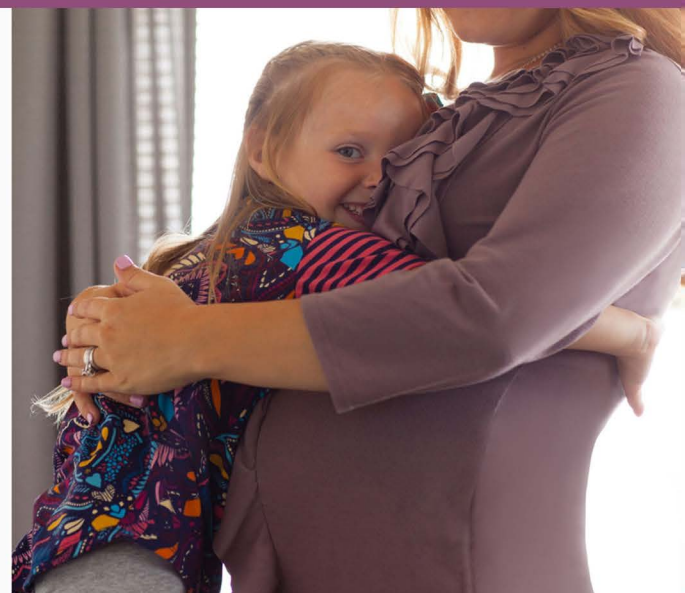
### **DOES YOUR REFERRAL WANT TO SPEAK WITH MORE CONCEIVEABILITIES SURROGATES?**

Visit our Surrogate Advocate Program to speak one-on-one with a surrogate and learn about her unique surrogacy journey:

<https://conceiveabilities.com/surrogates/advocate-program/>



The screenshot shows the 'Surrogate Registration' page on the ConceiveAbilities website. The page has a white background with a purple header. The ConceiveAbilities logo is in the top left. The title 'Surrogate Registration' is in a bold, dark font. Below the title is a sub-header: 'Take the first steps to find out if you qualify!'. There are four input fields: 'First Name', 'Last Name', 'Email', and 'Password'. The 'Password' field has a small icon of a crossed-out eye to its right, indicating a password strength or visibility toggle.



Keep in touch with your referral, especially after she takes the first step of completing an application. You know that complex feeling of both elation and “what did I just do!” Encourage her not to be nervous and talk with her about how to bring together her support network among her family and friends.

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six.

## *Collect Your Referral Bonus*

You have successfully referred a surrogate who will make a family's dream come. As a thank you to show our appreciation for your trust and your time, both you and your friend will earn rewards as she learns more about becoming a surrogate.



**Bonuses are limitless.**

The more you share,  
the more you earn!

ten.



ConceiveAbilities<sup>®</sup>  
SURROGACY

Learn more at:  
**ConceiveAbilities.com**