

## FY25 Launch Kit: Boilerplate Language - Core

To help roll out your Carrot benefit, we put together some suggested language for communications with Priority Health members. Please note that these are general templates that can be used as supplemental communications **after** the registration announcement email. If communications are needed **before** the registration announcement email, please see the "Coming soon announcement" template in the Carrot Communications Library. We've included messaging for different types of channels below. If you have any questions, please contact your Implementation Manager or Customer Success Manager.

### Important notes:

- Carrot's social media accounts for tagging purposes:
  - LinkedIn: [@Carrot-Fertility](#)
  - Instagram: [@CarrotFertility](#)
  - X: [@CarrotFertility](#)
  - Facebook: [@CarrotFertility](#)

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### **LINKEDIN AND SOCIAL MEDIA PROMOTION (EXTERNAL MESSAGING)**

👉 Introducing Carrot: Our newest benefit! We've partnered with [@Carrot Fertility](#) to provide inclusive hormonal health, fertility, and family-building benefits — at no cost to Priority Health members.

Priority Health members — [claim your benefit](#) today and start exploring the available resources

### **SHORTER-FORM PROMOTION (INTERNAL MESSAGING)**

**Recommended for:** Newsletter, tile (i.e., benefits platform, care navigation platform, etc.)

**Have you claimed your Carrot benefit?** We've partnered with Carrot to offer inclusive hormonal health, fertility, and family-building benefits. [Claim your benefit today](#) and start exploring the available resources.

### **LONGER-FORM PROMOTION (INTERNAL MESSAGING)**

**Recommended for:** Internal messaging platforms (e.g., Slack, Microsoft Teams), benefits portal

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### **With the Carrot benefit, get support with:\***

- Perimenopause and menopause
- Low testosterone (low T)

- Infant care and parenting (ages 0-12)
- Pregnancy and postpartum
- Fertility health and wellness (e.g., hormone testing, trying to get pregnant)
- Preservation (egg, embryo, or sperm freezing)
- Assisted reproduction, like IVF and IUI
- Adoption
- Donor assistance and gestational surrogacy
- Gender-affirming care

**EMAIL SIGNATURE**

We've partnered with Carrot to provide Priority Health members with inclusive hormonal health, fertility, and family-building benefits — [claim your benefit today](#)