

Hi there Flow Friend!

My name is Danielle, and I work with hundreds of students just like you to develop and launch Aunt Flow menstrual product programs at schools.

Based on my experience working with schools, I know that the process may be long and frustrating and that is why I am here - to provide you resources and cheer you on!

Think of me as your personal advocate to make this magic happen.

Are you ready? Menstruation doesn't wait, so let's get going!



Danielle Ferguson

Happiness Coordinator, Aunt Flow

danielle@goauntflow.com / 562-320-8250 EXT. 103

Instagram: @danielleferguson (Let's make this friendship IG official!)

Connect with me on LinkedIn!

<https://www.linkedin.com/in/danielle-ferguson-b92894a5/>

Need some period positivity? Just shoot me a note:

danielle@goauntflow.com / 562-320-8250 EXT. 103

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GET AUNT FLOW MENSTRUAL PRODUCTS AT YOUR SCHOOL

Goal: To develop and launch a free-access, Aunt Flow menstrual product program funded by the school.

1. **Community:** Find your support system
 - a. Peers: Rally fellow students who are eager to support the menstrual movement. Peers will be crucial to demonstrate to the student support to the school.
 - b. Funding Partners: Consider who may fund the menstrual product program. These groups include administration, as well as Student Government, feminist clubs, Women and Gender Studies, and campus green initiatives such as the Office of Sustainability .
 - c. Influencers: Find the people who will influence the decision to implement the program at the school level. *NOTE*: The Aunt Flow team will also start working with administration to ensure the system is holistic.
 - i. Director of Student Life/ VP of Student Affairs (or Student Success): Advocates/Funding
 - ii. Director of Facilities: Implementation of products
 - iii. VP of Enrollment Management, or Admissions Director: Advocates/Funding
2. **Cost:** Understand the investment. Use the “Menstrual Product Program” doc to present

Cost for a FULL menstrual product program in ALL ACADEMIC BUILDINGS with Aunt Flow:

- i. *Initial Investment:*
 1. Dispensers: # bathrooms to stock product X \$200 (cost of Aunt Flow dispenser) = Initial cost of dispensers
(PRO TIP: Work with SGA to fund the initial cost of dispensers to demonstrate to the school the student support)
- ii. *Recurring Investment:*
 1. Product: # female students X \$15 (cost of providing products) = Average annual cost of providing Aunt Flow menstrual products (**NOTE:** depending on your school, the cost per female student may range between \$10-\$20)
 2. Refilling Cost: Aunt Flow dispensers hold 5x the amount of product compared to other dispensers and reloading takes less than 30 seconds.



3. **Convince:** Make money moves

- a. Set up an in-person meeting with school decision makers to present to them the investment, petition, support, and ask for commitment for implementation. *NOTE:* Invite me to this meeting as I am here as a resource to help answer questions and guide!

GOAL: Convince administration to fully fund and implement a menstrual product program.

- i. Set-Up: To set up a meeting, use the “Ask For Meeting” email template and suggest a date. Budget 60 mins for the meeting. Request all decision-makers to be in attendance.
- ii. Plan: Print “Aunt Flow Dispenser” AND “Menstrual Product Program” documents to disperse prior to the meeting. Decide who will present.
- iii. Meet: Distribute the “Aunt Flow Dispenser” AND “Menstrual Product Program” documents to all attendees. Focus on why it matters, the support you have, implementation costs, benefits of the program, and action steps.
- iv. Respond to Questions/Objections: Prepare for the school to ask questions and object. Refer to “Common Objections” document for responses.
 1. If the school is not prepared to make a decision during the meeting, ask what further questions or concerns they have. Plan a follow-up meeting DURING the conversation with action steps.
 2. Offer alternatives - Pilot program, partial rollout, create a petition to demonstrate student support.

4. **Complete:** Implement the program

- a. Work with your school to understand the next steps for the pilot or full implementation, and whether your chapter has any responsibility.
- b. Share with the Aunt Flow team all of the contact information for who you have been coordinating with. Aunt Flow will work with your school to roll out product.

5. **Celebrate:** Successfully rollout a pilot program OR prepare for campus wide adoption

- a. Keep the momentum going by broadcasting your success on social media and connecting with the school or local newspaper to write a story

Menstrual Product Program

Offering freely accessible menstrual products in bathrooms campus-wide is an important initiative for students and staff. Toilet paper is offered for free- why aren't tampons and pads?®

Facts:

- 86% of women have started their period outside of home, without the supplies they need.¹
- 64% of women have left work immediately to get the supplies they need.²
- Offering free menstrual products can increase class attendance by 2.4%.³
- Restocking coin-operated machines is MORE expensive than supplying free menstrual products.⁴
- For just **\$10-\$20 annually per female student, with Aunt Flow®** your university can join the national menstrual movement, decrease lost employee work hours, and improve student experience.

Investment for a menstrual product program with Aunt Flow



Through our research, we have come to the conclusion that Aunt Flow is the best solution for our school. Aunt Flow has worked with hundreds of businesses and schools to develop menstrual product programs.

Aunt Flow offers a full solution, which includes a free-vend menstrual product dispenser and 100% organic cotton tampons and pads that reduce waste by 34% compared to Tampax®. The certified, woman-owned company works both directly with schools and with thousands of distributors (like Staples, Wexie, and W.B. Mason) to make implementation easy. (See attached document for full benefits of Aunt Flow.)

Cost Breakdown

Initial Investment

- Dispenser Cost: Contact Aunt Flow to get pricing.
- Labor cost for Installation: Aunt Flow includes installation in our package.

Recurring Investment

- Product Cost: Aunt Flow 100% organic cotton tampons and pads are sold by the case. Budget \$10-\$20 per female student, per year.
- Refilling Cost: Refilling is simple, and reloading takes less than 30 seconds, compared to other tampon dispensers that can take over 90 seconds to reload.



¹ Free the Tampons

² Free the Tampons

³ New York City Public Schools, Free the Tampons

⁴ Columbus Public Airport



HOW TO RESPOND TO OBJECTIONS AND CONCERNS

Why does a menstrual product program matter?

Menstrual hygiene is necessary for equal opportunity in education. It is a fundamental human right to be able to discover and reach one's full potential, regardless of a natural need. If we as a society do not value menstruators and ensure access to menstrual hygiene products, we are actively perpetuating the harmful effects of period stigma and shame. When period products are not provided in the same capacity as toilet paper and other hygienic necessities, the needs of nearly half of the population are disregarded. We believe that school and university campuses are in a unique position to provide care to their student populations through universal access to menstrual hygiene products in all restrooms. In addition, One third of college students are food insecure, so the cost of menstrual products can be a barrier to education.

Our policy is as follows: All restrooms, regardless of gender designation, that are serviced by university or school funding must consistently provide both pads and tampons at no cost to the students, as well as sanitary disposal units within each stall. Measures to ensure that individuals with disabilities are being equally served must also be taken, including (but not limited to) wheelchair accessibility and braille signage.

Why should we stock Aunt Flow® products?

Aunt Flow® works with hundreds of businesses and schools to support their menstrual product needs:

- ADA-compliant, free-vend, wall-mounted menstrual-product dispenser that is easy to reload and holds 5x the amount of product compared to the HOSPECO® dispenser.
- 100% organic cotton tampons and pads.
- Aunt Flow's tampons are biodegradable products that reduce waste by 34% compared to TAMPAX®.
- Aunt Flow works with hundreds of distributors to make implementation easy. Costs are competitive.
- Certified, woman-owned company
- For more information visit goauntflow.com

How do we implement the program? What are the logistics?

At a high level, the tampons should be treated the same as toilet paper. Whomever is responsible for ordering and restocking toilet paper is responsible for doing the same for menstrual products. Aunt Flow offers installation support for our dispensers.



How do we fund the program?

Menstrual products should come out of the same budget that toilet paper does. Other organizations that can fund the program include student life, first-year experience, and green initiatives.

How much does the program cost, exactly?

Frankly, it is hard to know EXACTLY how much a menstrual product program will cost at a university. Based on Aunt Flow's experience and data, a program will cost between \$10-\$20 per female student, per year.

Talking point: Just like a university did not know how much toilet paper was going to be used the first year of launch, it is hard to know the exact amount of menstrual products that will be used. Just because the university did not know the exact amount of toilet paper needed, that did not mean that they did not install it - Both toilet paper and tampons respond to natural bodily functions, thus should be considered priorities

Should we stock ALL bathrooms?

We believe that menstrual products should be offered for everyone, thus, we believe it is important to female, gender neutral, and family bathrooms in all *academic* buildings.

Do students really care about this?

If the university does not see enough student support, a petition can be a great way to show strong community support. Great tools are available through Action Network.

What other schools are doing this?

Below is a small list of schools that have implemented programs with the support of Aunt Flow:

- St. Louis University
- Penn State University
- Otterbein University
- Capital Law School
- United Schools Network
- Columbus School for Girls
- Kent State University