



Employer Toolkit to Promote Maven

Blue KC is excited to share the following materials to help you promote Maven to your employees.

The Toolkit Contains:

New Employee Flyer

DOWNLOAD

Copy Document Containing:

Information on whitelisting Maven

Program Overview Copy (includes options for one-liners, quarter page, half page, and full page)

DOWNLOAD

Launch Email

One Pager

DOWNLOAD

Digital Signage

DOWNLOAD

Poster

DOWNLOAD

Evergreen: Use at launch and throughout the year

Where to Use	How to Use	Toolkit Materials to Use
HR/benefits platform	Post virtually on HR/benefits platforms	Program overview copy and one pager
Leave of absence emails	Embed copy to email for employees who are starting parental leave	Program overview copy
Leave of absence packages	Include in any LOA packages to support employees who on parental leave	One pager and/or digital signage
Corporate communications site	Post virtually on internal communication site to reach all employees	One pager and/or digital signage
Employee resource groups	Share with leaders of ERGs (e.g., new parents or women)	One pager
Office common areas	Print poster and hang in public areas, such as kitchens and bulletin boards	Poster
Lactation rooms	Print poster and hang in lactation rooms	Poster

Distribute a few times per year

Where to Use	How to Use	Toolkit Materials to Use
New employee orientation	Include flyer in new employee orientation materials	New employee orientation flyer
Launch email	Send email at launch and again every 6 months	Launch email
New member emails	Send monthly or quarterly emails to new employees	Launch email
Newsletters	Include copy in newsletters	Program overview copy
Instant messages (e.g. Slack)	Post copy on internal messaging platform every 6 months	Program overview copy
Social Media (i.e. LinkedIn)	Share copy externally to reach employees and prospective employees	Program overview copy