



The Pregnancy Project

Members Guide



## Welcome to The Pregnancy Project

Welcome to The Pregnancy Project. We are excited to work alongside you in creating meaningful and exceptional work to better serve the community of NY's Capital District. Our mission is comprised of both improved access of potential clients to birth and postpartum professionals that best fit their needs and also improved networking amongst these professionals themselves.

Being a member of The Pregnancy Project offers you the platform of a committed and dedicated network of prenatal, birth, and postpartum professionals invested in the empowerment of women and their families and the advancement of our integrity as a field. Recognized as a resource for the community, our members are presented in an organized and easy to navigate directory for potential clients to make the next step in accessing their care.

This promotes informed care and better outcomes for our clients.

Your membership to The Pregnancy Project also means you'll have access to resources and support to grow and build your business to best serve your ideal clients. This includes networking events where we will have the opportunity to understand our practice frameworks, our common goals, and how we can better refer clients who may be seeking a form of care that differs from our own practice philosophies. The Pregnancy Project is also committed to offering networking through other mediums and approaches such as digital resources, blogging, podcasts, and webinars.

# Is The Pregnancy Project Right for You?

- How do I reach my ideal client?
- How does my ideal client find me?
- How do I network with other professionals in the birth field to foster referrals that are a good fit for both me and the potential client?
- How do I increase my awareness of the practicing professionals in the area?
- How do I present myself as a professional with knowledge and integrity in the birthing world?
- How can I better serve my clients?
- How can I help close the gap on inadequacies in care and improve the experience and outcome that potential clients' have?
- How can I better support community and growth in the Capital Region around pregnancy and postpartum?

If you have asked yourself any of these questions, then the vision and mission of The Pregnancy Project may be in alignment with your core values and goals as a professional. The value in becoming a member is that you can work towards achieving all of the aforementioned questions alongside your peers and colleagues to build an improved model of care for all.

# Packages + Process

## Membership Levels

### STARTER

6 Month Membership \$59

12 Month Membership \$99

Listing on the Pregnancy Project website for the general public, included in printed directory for members, free marketing/networking demo packet download, Pregnancy Project badge for your site, access to networking events and business classes, plus you will be added to our Pregnancy Project Professionals Newsletter Mailing List. \* No MLMs or formula sponsored businesses allowed.

### PROFESSIONAL

6 Month Membership \$99

12 Month Membership \$179

Everything that is included in the Starter Membership plus advertising on our website, name on marketing materials to the public, your events published on our Facebook account, discounted rate for Pregnancy Project hosted events. \* No MLMs or formula sponsored businesses allowed.

Support Group Annual Membership (Free)

# Process

Once you sign up on our website using the form on the Join page, your application will be reviewed and once your membership is confirmed a payment request email will be sent to you. Once payment is received you will receive a membership confirmation email. Included in that email will be your instructions on how to go back in and update your account as needed. At that time you will also be able to go in and add yourself to additional categories. For example, if you are a doula and a yoga instructor you will pick ONE of those categories for your application form. Let's assume you pick doula because this is your primary profession. Upon membership confirmation you will be able to access our Member Updater page and be able to add yourself under the yoga instructor category as well.

Membership renewal emails will be sent at least 30 days prior to the time of your renewal date. Upon receipt of your membership fees, your membership will be renewed on our website and your member benefits will continue.

To add your own events to our Facebook page of events, please add us as your event co-host or send us a message via Facebook with the link to your event.

If you signed up for the Professional Membership package we will contact you either via phone or email about your included advertising options on our website.

# Policies

Membership is activated when an application has been approved and membership fees have been paid in full. Renewal emails are sent at least 30 days prior to date of membership renewal. Members are expected to take full advantage of their membership benefits to utilize the full potential of the organization.

## Standards of Practice

Members agree to abide to the Standards of Practice as outlined here:

Our Members:

- Believe and operate in the idea that birth is a natural physiological, well-designed, and safe process both at home and in the hospital
- Offer respect for the parents right to decide what is best for themselves based on accurate, objective and complete information
- Understand that birth is a holistic process encompassing the body, mind and spirit of the mother and the baby
- Offer Families/Clients Evidence-Based Care and Education
- Respectful of other professionals in the Birth Community
- Work honestly, representing themselves truthfully in the community
- Willing to refer clients that are not a match to other Professionals
- Help promote awareness of the Pregnancy Project to the general public
- Attend at least one (1) Pregnancy Project meeting a year

\* If you've worked with a member and feel they have not met these standards, please contact us to let us know.

# Billing

Membership to The Pregnancy Project are billed biannually and annually. Forms of payment are via PayPal payment or an ACH transfer. We strive to make your membership both extremely valuable and manageable, keeping costs at a reasonable rate when broken down monthly. Upon renewal of your membership, you will receive an email approximately 30 days before your membership expires. Any unpaid renewals will be contacted before the directory automatically removes your profile and listing.

# Networking Events + Classes

The Pregnancy Project will host quarterly networking events around the Capital District. You'll be placed on our email list once your membership is approved so that you'll receive notice of when and where the events are. We do ask that you attend at least one networking event a year as part of your membership, as this will bring a great benefit to the entire group.

From time to time, The Pregnancy Project will also host online and/or in-person business classes. These will be provided for free or at a discounted rate as a part of all paid memberships.

## F.A.Q.'s

Q. How long will it take for me to receive a payment request from the time I submit my membership application?

A. We usually look over membership applications within 48 hours of receipt and email you a payment request upon approving your membership.

Q. I am trying to add myself under more than one professional category on my application. How do I do that?

A. Choose your primary profession and upon membership approval and receipt of your membership fees, you will be able to go in and make edits to your member listing, including adding yourself under additional categories.

Q. How do I pay for my membership fees?

A. When you fill out your membership application online it will ask you if you would like to pay via PayPal or ACH transfer. Once you select one of those options and submit your completed application, you will receive a payment request email with instructions on how to make your payment via the payment method you chose.

Q. It's been a month or so since I became a member and I'm not sure I'm seeing the benefits of becoming a member. Should I continue with my membership?

A. Our membership levels come in biannual and annual options for this exact reason. The Pregnancy Project is a digital space for potential clients to find your services and sometimes that comes down to timing. We promote The Pregnancy Project through our own businesses and encourage you to do so as well. Contact us for Pregnancy Project marketing materials for your business or events. Add our website address to your social media pages and in the signature of your email. Make sure to utilize the benefits that come with your membership level and attend our networking events to maximize what your membership to The Pregnancy Project has to offer. Utilize the free downloads we offer, any of the webinars that become available, and the resources that are included in our newsletters.

# F.A.Q.'s Continued

Q. I have a "Professional" level membership. How do I add one of my events to The Pregnancy Project Facebook page?

A. When you create your event you can either add The Pregnancy Project as a co-host to notify us of your intent to post your event on our page or you can send us a message via Facebook with the link to your event that you would like to be added to our page.

Q. I'm just starting out and I'm not sure if I should allocate funds to becoming a member of The Pregnancy Project. How do I know if it's a good place for me to grow my presence in the birthing world?

A. For as little as \$8.25 a month you will belong to a network of professionals that are specific to your area of focus and expertise. The value of that network is both the power of word of mouth referrals and the digital presence of an organized catalog of professionals for potential clients. The monetary cost equates to grabbing a cup of coffee with another professional twice a month but the value is in the action that is already happening on our end and the time and funds you save on gaining exposure and fostering referrals on a smaller scale.

Q. I have a different question that is not listed here. What do I do?

A. Please email us at [pregnancyprojectny@gmail.com](mailto:pregnancyprojectny@gmail.com) with your specific question(s) and we will get back to you within a timely manner.

# About The Pregnancy Project

The Pregnancy Project was created in 2009 and in 2012 grew to become an all encompassing group of dedicated professionals that support mothers, babies, and families during the prenatal, birth, and postpartum period. In 2017 it has grown to not only be a directory of providers but also an active networking community of providers striving towards core common goals while acknowledging differing frameworks of practice. All members are providers local to the Capital Region of New York.

## Organizers + Collaborators

The Pregnancy Project is a collaborative effort that is founded in both the respect of its beginnings in 2009 and it's commitment of its prior volunteers (Michelle Doyle and Buffy Owens). Most currently the core organizers and collaborators are below.



Amber Chaves

Amber has been working with families as a pediatric occupational therapist since 2003 after receiving her BSOT from Boston University. She opened The Bundle Store in 2013 to offer local families a hub for exploring resources and products for birth through early childhood. In 2014 she co-founded The Petite Retreat, a one day educational event that presents information and local resources to both expecting and experienced parents to support them in informed decisions and exploration of parenting styles. Amber is certified as a Babywearing Educator through the Babywearing Institute and is also certified as an Infant Massage Instructor. She has experience and training with the H.U.G. approach and values its importance in her babywearing teachings and infant development classes. She is the mother of two and resides in Guilderland.



Ilissa Goman

Ilissa Goman is the certified infant and child sleep consultant and CPST behind BINX. She started her business in June of 2010 after realizing the Capital District was lacking many services that were available in other places across the US. Ilissa has become a trusted expert for moms in her area and beyond. She works with families one on one to develop sleep plans that fit their child's biological needs, but that also incorporate the needs of the family. She also is one of the co-founders of The Petite Retreat. In addition to those businesses, Ilissa runs a web design and branding company and where she works with small business owners in coaching them to plan out their goals and strategies for success. She is a mama of one and has been a lifelong resident of Malta, NY.



## Contact The Pregnancy Project

[www.PregnancyProject.com](http://www.PregnancyProject.com)

[pregnancyprojectny@gmail.com](mailto:pregnancyprojectny@gmail.com)

[FB.com/thepregnancyproject](https://www.facebook.com/thepregnancyproject)

[Instagram.com/The\\_Pregnancy\\_Project](https://www.instagram.com/The_Pregnancy_Project)