

Egg Donor Referral Program



Egg Donor Referral Program

What Is It?

It's a referral program that allows you to give money to those that qualify for our egg donation banking program and you earn \$800 by referring them.

Our program costs nothing to participate in and there is no limit to the amount of money you can earn

Refer an Egg Donor

Your candidate will earn between \$6,000-10,000, as a first-time Egg Donor
You earn \$800 per qualified referral

How the Program Works



01 Sign Up for the Program

We have an easy-to-use app that allows you to share on social or send links by email and text.

You can register on our webapp here -

<https://refer.helpcreatefamilies.com/v2/1/register>

And here's a guide on how to use the webapp -

<https://vimeo.com/544748103>



Egg Donor Referral Program



Refer your Candidates

Referring has never been easier! All your referrals are tracked seamlessly, and you can view everything within the app. You don't need to be an expert on egg donation, we are standing by on live chat and can answer all of their questions.

Why Refer to Us?

We are an Egg Bank, not an Egg Donation Agency

Donating at an egg bank is the quickest and easiest donation process. For Egg Donation agencies, a donor will need to wait until an intended parent selects her to move forward in the program. With Lucina Egg Bank, your referral will know immediately after applying whether she is accepted and will immediately proceed to testing then donation. All donations are anonymous and donors will work directly with Lucina staff and doctors.

You don't need to be an Expert

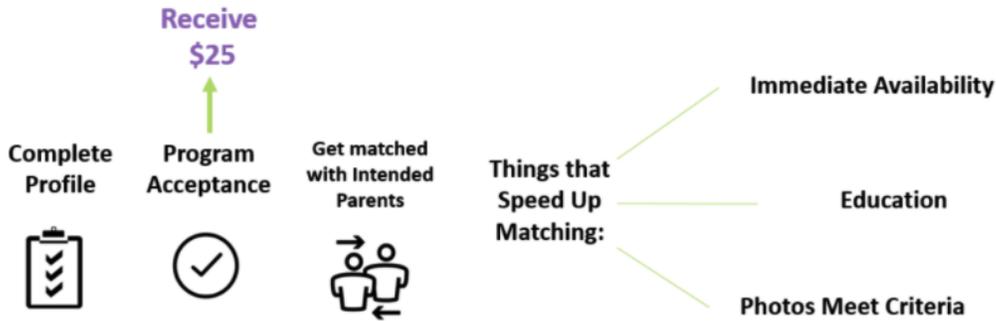
Send us your referral and we'll do the work! We will answer all of your candidate's questions once you refer them. Our partnership allows you to spread the word and not get hung up with all of the details.

Fast Payment Milestones for You

The \$800 referral fee is broken into 2 milestones, allowing you to earn as your candidate progresses. The first milestone is \$25, second is \$775. Start earning in as little as 72 hours.



Egg Donor Referral Program



At least 4 photographs must be uploaded:

- One childhood photo
- At least one teenager photo
- At least two current photos:

- One full body photo standing head to toe
- One headshot no angles or selfies

Do's:

- bright lighting, family-friendly smiling faces
- no heavy makeup natural look preferred

Don'ts:

- no filtered photos including Snapchat filters
- no colored contacts

Medical Screening Process



Background Check



Psychological Evaluation



Legal Process



Medical Injections & Monitoring



Egg Retrieval



Once retrieval is complete ✓

Receive remaining \$775

Egg Donor Referral Program

We Ensure You Get Credit for Every Referral

We don't just rely on your candidate to list you as their referral source. Our efficient webapp tracks each candidate you refer and their progress toward your payment milestones.

Advocate Conduct and Compensation Plan

Advocate Conduct Policies

- If posting in other groups, read and abide by all group rules
- Keep language professional, clean, NO PROFANITY
- Be respectful – avoid malicious, obscene statements
- Be honest and accurate
- Post appropriate and respectful content
- For LinkedIn, Facebook, and any other platforms, your relationship and affiliation as a contractor, is as an Advocate.
- You reflect our brand and there is a zero-tolerance for violation of these policies
- For any personalized materials you choose to create on your own – ex: business cards, newspaper ads, etc., please send to us at family@lucinaeggbank.com so we can approve and help with any content.

As an advocate representing Lucina, whether you're in person or online, it's **important for you to remain respectful and polite despite what response or negative comment you might receive**. We understand negative feedback can be very frustrating, which is why we want to help you shut down these comments right from the start. By responding in a genuine and heartfelt manner, rather than letting your emotions get to you, you have the opportunity to help someone understand the WHY behind advocacy. Try some of these responses next time you're faced with a negative comment.

We recommend putting your own personal touch to all responses to sound organic and less prefabricated. The more you can bring in your own experiences or personal reasons for choosing advocacy, the better!

If you have questions, let's get connected!

You can reach us by text on - (858) 386-1189



Egg Donor Referral Program

Common Negative Comments and Examples of How to Respond:

How to approach negative comments or feedback:

When appropriate, try opening your responses with an empathy statement. We've provided some examples below:

- I understand where you're coming from...
- I understand why you might feel that way...

Have you even done the process yourself?

- Some of the advocates in the program, but not all, are current or former surrogates and donors. Some have dealt with infertility themselves or know someone personally who has. Although I have not personally been a surrogate or egg donor, what we all have in common is that we are dedicated to raising awareness about infertility and its solutions. I believe everyone should know about the opportunity to help a family become whole.

Or

(If you have a personal connection) let them know that this is why you are advocating.

- No,
 - But I was told I wasn't able to have a child, but then by some miracle I was able to...I couldn't imagine what my life would be like without my child
 - but my daughter has struggled with infertility
 - This was one of the main reasons why I wanted to become an advocate because I've seen the other side of it. As someone who has (had family members or personal connection), I can understand the frustrations of couples who want so badly to have a child of their own, but can't. This program allows me to advocate for these people, some of whom are very close to me.

Selling women's bodies / treating women like baby machines

- I understand your perspective, but part of my role as an advocate is educating and debunking common misconceptions about surrogacy and egg donation. We do not



Egg Donor Referral Program

believe women are just baby machines and instead believe they should be celebrated and rewarded for their selfless sacrifice.

- As an advocate, I create awareness about infertility and the need for surrogates and egg donors. Interested candidates then self-select and reach out to find more details.

It's all about the compensation

- I understand you feel that way and I appreciate the feedback. It wasn't my intention for the message to be misinterpreted. Women are all different. Some are drawn to the emotional, inspirational, or financial rewards of a surrogacy or egg donation journey. Although compensation isn't the only consideration when pursuing either of these journeys, we do believe our surrogates and egg donors should be rewarded and celebrated for their selfless sacrifice.

Why are you posting in this group?

- As an advocate my goal is to spread awareness and educate others about infertility statistics and the need for surrogates and egg donors. Many people are unaware of the contribution they could make to a family.

- **Example for a Mom Group:**

As a mom you understand the joy that comes from parenthood and could only imagine what your life would be like without being blessed with your child. Unfortunately, 1 in 8 couples struggle with infertility and this doesn't include individuals or same-sex couples who are unable to achieve their dreams of creating a family on their own. Not everyone can be a donor or surrogate, but everyone can help spread awareness about infertility and its solutions.

You just want to make a commission

- Although compensation is one aspect of every job, it's not the main reason why I'm advocating.
 - This is not my only means of income, I consider this my service work and donate anything I earn to my local community resource center that provides services to single mothers and children.



Egg Donor Referral Program

There's about 100 of you recruiters posting the same thing

- I wish there were as many advocates as there are people struggling with infertility. 1 in 8 couples in the U.S. struggles with infertility. Before today, did you know there were that many people? This doesn't even include singles, individuals, or same sex couples who wish to complete their dream of a family.

You can “spread awareness” without aligning yourself with Physician’s Surrogacy

- While I can spread awareness on my own, this is the organization I have chosen to advocate for based on their integrated facility which makes for a seamless process for surrogacy and egg donors, as well as their medical professional who ensure the best medical care.

Advocate Compensation Plan

As an independent contractor, your compensation is taxable and a 1099 will be sent to you at the end of every year. Customer Support will send you a DocuSign email for you to complete a W-9 and Direct Deposit Authorization.

- The W-9 is required for payment
- Direct deposit is recommended

Payment Frequency and Details:

Our accounting department processes payments for contractors on the first and third Thursday of the month. Processing of payments does not guarantee payment on Thursday. Please allow for 1-3 business days for the processing of payments to be distributed.

- Payments will include all referrals passing milestones during the payment cycle (i.e. – all referrals receiving clearance between January 1st – 12th will be processed on January 18th).
- Monthly incentives (including legacy payments and advocate of the month) will be included with the 1st pay period for the previous month.
- **In order to qualify for Advocate of the Month:**
 - **Surrogacy:** you must have a minimum of 4 applications received and at least 1 application must receive program acceptance.
 - **Egg Donation:** you must have a minimum of 8 applications received and at least 2 applications must receive program acceptance.



Egg Donor Referral Program

Advocate Legacy Earnings Program

What:

- You will receive a 10% override on the commission of your active 1st generation advocates total earnings (their primary income + their 10% override on the commissions of the active advocates they recruit (which are your 2nd generation advocates).
 - To maintain active status = advocates must do one of the following during the month:
 - Receive 5 completed applications (Surrogate, Egg Donor or IP) or
 - Have 5 advocates attend training
 - The legacy earnings program is 2 generations deep: *There is no limit to the number of 1st and 2nd generation advocates you can recruit*

How:

- To initially qualify for the legacy earnings program:
 - You must have 5 activated advocates (activated = attended training).
 - *Past advocate referrals count toward this qualification.*
 - If you haven't yet qualified, you will want to focus on onboarding 5 advocates this month (and every month to ensure you always qualify).
- Ongoing monthly qualification: advocates must meet active status to qualify for legacy program for that month
 - You must meet active status (receive 5 applications or have 5 advocates attend training) each month to qualify
 - You will be paid on all active 1st generation advocates and their active advocates earnings
 - Focus on your 1st generation advocates and stay in touch to help them stay engaged
 - If an advocate doesn't qualify one month, they can still qualify the next 😊😊

When:

- Legacy earnings will be paid with incentives the first pay period of the month



Egg Donor Referral Program

Why:

- Enables you to benefit from every conversation and create a residual income
- Override on all your recruited advocate activities
- You will still receive the additional \$100 for every surrogate medical clearance your 1st generation advocates recruit.

Who: Be strategic to maximize your earnings!

- **You'll want to select potential advocates who:**
 - Already have a sphere of influence – now they just need a great opportunity to share with their audience
 - Target potential advocates you already know who will be most successful in one or more areas

People you know

- **Hairdresser** (lash/brow, spray tan, esthetician, etc)
 - = Intended Parents + surrogates + egg donors + advocates
- **Day Care provider**
 - = she is a surrogate candidate + surrogates + intended parents
- **Fitness instructor**
 - = Egg donors + surrogates + intended parents + advocates
- **People you want to meet: Focus on people who already have sales experience, an audience and/or those who want to and will do the work**

- **Experienced network marketers:** they have the audience AND already know sales strategy
 - i.e. – DoTerra Oils, Melaleuca, Amway, Arbonne, Tupperware, Avon
 - Anyone who has approached you to buy something
 - **This is the fastest way to secure and achieve your overrides each month**
- **Job seekers:** job fairs, job boards, unemployment offices – people who want to work, will attend training and become active
- **Networking event mixers: they're salespeople and are out to meet new people**
- **Booth on or near college campus:** egg donors + advocates



Egg Donor Referral Program

- **Vendors:** farmer's markets, street fairs, kid's event providers (bounce house, face painters) exhibitors

Details:

Qualification

- If a 1st generation advocate doesn't qualify for the month, you will not get an override on their leg (2nd generation). Once they meet active status, you resume your override on their entire leg.
- If a 2nd generation advocate doesn't qualify one month, you still receive the override if the 1st generation advocate qualifies

Tracking

- All referrals will be tracked in their own reports for easy monitoring and engagement. Same-day, real time updates will be available once you qualify for active reporting
- Detailed reports will be sent with payment

Conflict of Interest

- Candidates associated with any other surrogacy agency or IVF will not be accepted into the program

More FAQ:

1. What do I tell my contacts about egg donation?

Tell your contact that as an Egg Donor she could be the key to someone's family building and she will be generously compensated for her time and effort. Let her know that the process is highly regulated by the FDA and is completely safe. Also, tell them that donating eggs is quite common now as nearly 16,000 IVF treatments in the U.S. alone involve donor eggs. Best part is, with LucinaEggBank they don't have to wait to get matched like other programs, instead they can immediately proceed to donation once they are accepted into the program.. Rest assured, we will guide your referral through



Egg Donor Referral Program

the entire process, so you don't need to become an expert and explain all of the details to them.

You can always find more details about egg donation here or ask us your questions over live chat.

2. What if an Egg Donor is referred by two referrers?

That is very unlikely. In such a case, the Referral link she used to submit her application.

3. How do I know if my contacts are eligible?

Don't stress about it – encourage everyone that appears to meet the criteria to apply! Potential Egg Donors need to be 19-31 years old, live a healthy lifestyle, a non-smoker, and have a healthy weight. If she has higher education or athletic talents, then it's even better. Follow this page for more details about egg donor requirements.

4. How much can I earn?

For each successful Egg Donor referral, you earn an \$800 reward! The first milestone is \$25, and is qualified when their application is accepted (usually within 72 hours). The second milestone is \$775, which you receive when their donation is completed.

Given that you can refer as many candidates as you like, there's no limit to how much you can earn.



Egg Donor Referral Program

5. How do I start?

It's simple. Go to [this page](#), enter your name and preferred email address, tick the "*I agree to the Terms and Conditions*" option and register yourself. That's it, you are ready to start as our Egg Donor Referral Ally.

6. How do you know that I referred?

When your referred candidate joins through your referral link it will reflect in your dashboard and the referral amount and progress will be accumulated accordingly. If you have questions, email us at info@helpcreatefamilies.com or chat with us over live chat.

7. Could you give me any tips to start referring?

The best way to start is to talk to your known circle. You would be amazed to see how many people would be interested by the idea of helping other families to grow

8. Who's fit for this program?

Anyone and everyone who is 18+ can participate in our Egg Donor Referral Program! and refer.

9. Can I become a donor even if I am a referring partner?

Yes. Simply fill out the application and we will let you know whether you can become an Egg Donor within 72 hours.

10. Can I become a partner if I have been an Egg Donor?

Yes. Simply fill out the application and we will let



Egg Donor Referral Program

you know whether you can become an Egg Donor within 72 hours.

10. Can I become a partner if I have been an Egg Donor?

Indeed. As an Egg Donor, you would be the ideal person to inform your candidates about the process and help them understand the impact they are making.

11. Will you accept my candidates if they are from other countries?

Yes. We are ready to accept candidates from all countries given that they meet the qualifications and are ready to commit to the time and responsibilities.

12. Will my donors remain anonymous?

We offer only anonymous egg donation meaning your donor's identity will not be revealed to the Intended parents.

13. Will the IP know about me?

Not at all. We do not reveal our source of Egg Donor recruitment and frankly Intended Parents' main concern is with finding the right donor match and not how they were listed.

14. Can married women become donors

Absolutely! Given that your married candidate meets the criteria, she can donate whether or not she has children.



Egg Donor Referral Program

15. What are my responsibilities

Pretty much straightforward. All you have to do is refer potential egg donors to us and we will take it from there. There's no pressure on you or any target achievement goals or caps.

16. How many referrals can I make

As many as you want. As they say, the sky's the limit!

17. Who do I contact for further details?

For any questions, call or text us at 858-295-0848, you can also email us to Info@HelpCreateFamilies.com.

