



The Ivy Ambassador Playbook

You know her. We'll handle everything else.

Somewhere in your life is a woman who would be a wonderful surrogate — a friend, a sister, a coworker who loved being pregnant. This playbook shows you how to reach her using the tools waiting in your ambassador account, and how you're rewarded when she succeeds.

WHY RECOMMEND IVY?

- Licensed by the New York State Department of Health (License GSP250701) — one of a select group of agencies meeting New York's licensing standards.
- Rated **4.8 out of 5** on Google across 60+ reviews from surrogates, egg donors, and intended parents.
- Surrogates earn **\$50,000–\$100,000+** with a dedicated coordinator from application to postpartum.
- You earn **\$2,500 per successful referral — \$3,000 from your 4th onward**, with no cap.

YOUR TOOLKIT — READY THE MOMENT YOU SIGN UP

Most agencies hand you a link. Your Ivy account comes with a full sharing kit — no design skills, no writing from scratch, no guesswork:



PERSONAL LINK

Your unique referral link. Every application through it credits you automatically — no forms, no proof needed.



YOUR QR CODE

A scannable version of your link, downloadable with the Ivy logo. Perfect for sharing in person — she scans, you get credit.



CONTENT LIBRARY

Ready-to-post text, images, and video scripts written for you. Pick one, add a personal line, share.



LIVE DASHBOARD

Watch every referral move from application to reward in real time — plus a Learn section for answering her questions.

CREATE YOUR FREE ACCOUNT — IT TAKES ABOUT TWO MINUTES

ambassador.ivysurrogacy.com

SHARE YOUR WAY

THREE ROUTES — PICK WHAT FEELS NATURAL

IN PERSON **USE YOUR QR CODE**

Real conversations happen away from screens — and that's where your QR code shines. Download it from your dashboard (it comes branded with the Ivy logo), save it to your phone's photos, or print it. When surrogacy comes up, just say "*scan this*" — her application is credited to you automatically.

Playgroups & PTA

Church groups

Gym & yoga classes

Work breakrooms

Baby showers

Mom meetups

ONE-ON-ONE · TEXT OR DM **USE YOUR LINK**

When one specific woman comes to mind, reach out directly — personal beats public every time:

"Hey, can I ask you something a little out of the blue? Have you ever thought about being a surrogate? I've been learning about Ivy Surrogacy — they're New York-licensed, rated 4.8 stars, and their surrogates earn \$50,000–\$100,000+ with real support the whole way. You were honestly the first person I pictured. Can I send you the link?"

ON SOCIAL MEDIA **USE THE CONTENT LIBRARY**

No need to stare at a blank caption box. Your dashboard's **Share Content** tab has three kinds of ready-made material:

1. **Text posts** — copy, paste, and add one sentence about why you thought of her.
2. **Images** — branded graphics sized for feeds and stories.
3. **Video scripts** — a 30-second outline to record in your own voice. A phone selfie video outperforms polished ads every time.

Prefer to simply tell us about her? Your dashboard also has a **refer-directly form** — submit her name and contact, and our team takes it gently from there. No link required.

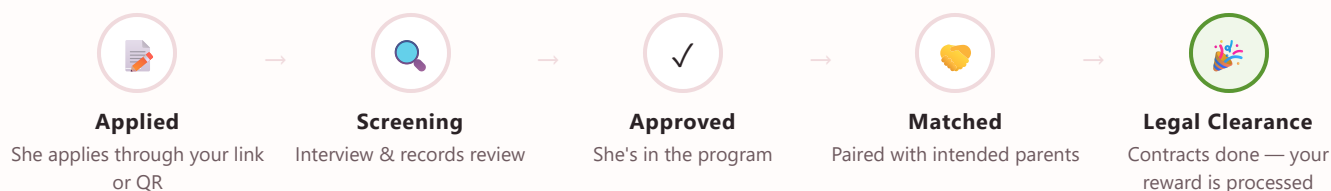
WHO TO LOOK FOR PICTURE THE RIGHT WOMAN

The best surrogates are devoted mothers who loved being pregnant and want to do something deeply meaningful for another family. She's between 20 and 36, has had at least one healthy pregnancy and delivery, is a U.S. citizen or permanent resident, doesn't smoke, and has a stable home and support system.

Think of three women you know who'd be wonderful at this — start with them.

WATCH HER JOURNEY YOUR DASHBOARD TRACKS EVERY STEP

After she applies, you're never left wondering. Other programs say "we'll let you know." Your Ivy dashboard **shows** you — every referral, every stage, in real time:



And when she has questions you can't answer, you don't have to wing it: the dashboard's **Learn** section walks through the entire surrogacy journey — screening, matching, legal, transfer, pregnancy, delivery, and the support that continues after — so you can speak from knowledge, or simply point her to ivysurrogacy.com.

One honest note: most women think about surrogacy for a while before applying. A "not right now" often becomes a "tell me more" months later. Keep the door open — your link keeps working.



YOUR REWARDS

\$2,500 — THEN \$3,000, PERMANENTLY

Every successful referral earns you **\$2,500**. From your **4th successful referral onward**, every reward is **\$3,000** — permanent and automatic, no forms to fill, no tiers to apply for, no limit on referrals.

FROM #4 ON — EVERY REFERRAL EARNS \$3,000**\$2,500**

\$2,500 earned

**\$2,500**

\$5,000 earned

**\$2,500**

\$7,500 earned

**\$3,000**

\$10,500 earned

**\$3,000**

\$13,500 earned

**\$3,000**

\$16,500 earned

○ Referrals 1–3 — \$2,500 each ● Referrals 4+ — \$3,000 each, permanently

Quick Answers

WHEN DO I RECEIVE MY REWARD?

Once your referred surrogate completes legal clearance with her intended parents. We'll reach out with payment details and the required tax paperwork — and your dashboard shows the payout status.

DOES SHE NEED TO MENTION MY NAME?

No — that's the point of the link and QR code. Any application through them is credited to you automatically. If she applied another way, contact us and we'll help sort it out.

HOW DOES THE REWARD INCREASE WORK?

Your first three successful referrals each earn \$2,500. From your fourth on, every reward is \$3,000 — permanently.

WHAT IF SHE HAS QUESTIONS I CAN'T ANSWER?

Point her to ivysurrogacy.com, or have her email contact@ivysurrogacy.com — just make sure she applies through your link.

A successful referral is one whose surrogate passes legal clearance; rewards are processed once legal clearance is complete. Ambassadors participate as independent contractors — you'll complete a short agreement and W-9 at sign up and receive a 1099 for reward income. The Ambassador Program is unavailable in a small number of states for legal reasons; we'll confirm eligibility when you sign up.

Questions? We're one email away.

contact@ivysurrogacy.com