THE BIGGEST ASK

# WELCOME PACKET



www.thebiggestask.com

**SEPTEMBER 2026**

# WELCOME



Thank you for considering us for your surrogacy journey! The Biggest Ask was officially created in 2020 as a free education resource for intended parents and surrogates. Since then, our Instagram community has grown to over 10,000 members. In 2021, we started informally matching intended parents with surrogates through our Instagram account. Now, we are excited to officially offer guidance and matching services, utilizing the insights and skills we have developed over the past five years. **Surrogacy is one of the biggest asks you'll ever make.** You're asking someone to trust you. You're asking someone to carry your child. You're asking strangers to become family. You're asking yourselves to navigate one of the biggest emotional, financial, and logistical journeys of your lives. That's a lot. We believe no one should have to navigate that alone. At The Biggest Ask, we aren't here to simply 'match' intended parents and surrogates. We're here to educate, advocate, guide, troubleshoot, celebrate, reassure, and support every step of the journey. Whether you're just beginning to explore surrogacy or you've already found your surrogate, our goal is simple:

**To make one of life's biggest asks feel a little less overwhelming.**

# MEET OUR TEAM



## MaryJane Carnahan

*Founder/CEO of The Biggest Ask*

hello@thebiggestask.com

MJ is the founder of The Biggest Ask. She has leveraged her skills as a business professor and her experience as a mother through surrogacy to provide this affordable way of navigating a beautiful and safe surrogacy.



## Ashley Ostoff

*Chief Operating Officer*

ashley@thebiggestask.com

Ashley is a wife, mom of 2, and a 2x experienced surrogate. She is a proud military spouse, avid reader, and loves to garden and crochet. She dedicates her time and heart to educating and empowering intended parents and surrogates.

# MEET OUR TEAM



## Bri Eisenmann

*Project Operations Manager & Journey Coordinator*

bri@thebiggestask.com

Bri is a wife, mom of 3, with 8 years of program management experience. She is in the midst of her first surrogacy journey! Bri loves Crossfit and watching her kids play all their sports!



## Terra Calmes

*Journey Coordinator*

terra@thebiggestask.com

Terra is a wife, mom of 1, and 3x experienced surrogate. Terra has years of involvement in the surrogacy community and has a passion for supported journeys. Terra loves running, reading, and baking!

# WHY FAMILIES CHOOSE

# THE BIGGEST ASK




There are many ways to complete a surrogacy journey. We believe there is only one way to truly support one. **We believe relationships matter more than transactions.** You're never just another case number. We believe communication prevents conflict. Questions don't get ignored. Concerns don't sit unanswered. **We believe education creates confidence.** We don't expect you to know everything. That's our job. **We believe affordability shouldn't mean less support.** We've intentionally created a model that makes experienced guidance accessible to more families. **We believe people deserve people.** No call centers. Not departments. Not ticket systems. Real humans who know your story.

# HOW WE WORK



Unlike many surrogacy agencies, where intended parents and surrogates may work with various people throughout the process, at The Biggest Ask, the first person you meet is likely the same person who will support you from beginning to end. We believe in building close, personal relationships with our clients, which is at the heart of why we do this and why we firmly believe it’s the only way surrogacy should be done.

While you're dreaming about becoming parents. We're tracking every appointment, milestone, document, reimbursement, clinic communication, legal step, insurance requirement, and next action so you don't have to, to clearly track every stage of your surrogacy journey. Weekly meetings are held to review all journeys, ensuring nothing is overlooked. Our phone service technology enables easy communication with you and your surrogate, and our custom-made app not only helps us track your journey but also facilitates your bond with your surrogate. With our management approach, phone technology, custom-made app, and good old email, we guide and support you every step of the way.



# SERVICES OFFERED

## Guidance and Support Only ($3,000)

Through a combination of text-based communication, our customized app and virtual meetings, we guide and support intended parents and gestational carriers.

## Surrogacy Coordinator ($6,000 + separate screening fees)

For intended parents who require more support and/or work with fertility clinics that require a surrogacy coordinator. Surrogate screening is completed first and billed separately, based on progress. Once a surrogate is fully screened, the $6,000 Surrogacy Coordinator package begins.

## Matching + Guidance and Support: All-Inclusive Package ($12,000)

This is our most comprehensive service. This package includes hands on support throughout the entire journey from start to finish.

***Please see following pages for more detailed descriptions of our services.**



# ADDITIONAL SUPPORT

## Non-Escrow Service ($500)

Available add-on to our existing clients.
This optional add-on is available to our existing clients. If intended parents and their surrogate choose to bypass a third-party escrow company and manage reimbursements independently with TBA's guidance, we offer full assistance for a one-time fee of $500.

## Surrogacy is an Investment Budgeting Meeting ($250)

Can be booked by anyone via the website. You'll receive a customized budget outlining each milestone and when expenses are due. We will walk you through the process, highlighting key financial considerations and potential cost-saving tips.

## One-Hour Surrogacy Info Session ($150)

Just getting started in your journey? Feel like you have a million questions? Set up a one hour, one-on-one surrogacy information session with one of our coordinators. During this meeting the floor is yours for 1 hour to ask questions, and learn more about all things surrogacy.



# ADDITIONAL SUPPORT

## Escrow by The Biggest Ask ($500 for TBA Clients + $750 for non-clients)

Escrow by The Biggest Ask manages the funds that flow between intended parents and surrogates throughout your journey, handling contract reading, payment scheduling, and reimbursement checks. Our platform, built from scratch in 2026, includes a chatbot that answers questions about your agreement in plain English, and every request is reviewed by our team before any money moves. Your funds are protected by real structural safeguards: a separate legal entity from any matching operation, segregated FDIC-insured FBO accounts at Vista Bank, an operational firewall, and a surety bond that pays families if we ever fail. Run by an accounting professor who treats every reimbursement line like it matters, the service pairs careful financial oversight with clear communication and no hidden fees. Visit escrowbytba.com for more information.

# TESTIMONIALS

★★★★★ 6 months ago

Coming from a surrogacy agency, TBA has been extremely helpful, even more than my previous experience working with an agency. TBA has been so attentive, making sure my needs have been met throughout the entire process. Thank you so much team!

★★★★★ 6 months ago

I came across the biggest ask when i spoke with a couple who were look for a GC. We talked about her experience and she introduced me to the Biggest Ask. My journey as a GC is just beginning but i cannot say enough good things about the biggest ask! Everyone has been truly amazing to work with and i would also recommend them to anyone that has to go the surrogate route.

★★★★★ 6 months ago

The Biggest Ask has been a breath of fresh air! Very professional, very welcoming, and they've made the process of matching with my next IP's so smooth and pleasant! They offer support groups for both sides of the journey. They also have a very warm, clean social media presence. Definitely recommend for your surrogacy journey.

★★★★★ 6 months ago

Working with TBA and Ashley specifically has been really amazing. Even though the twists and turns of the surrogacy world can be hard, they are always so helpful and make it feel like one less stress when going through this whole journey. They are always easy to get ahold of for any questions and I know they'll have our best interests at heart. Hoping for our TBA baby!

# TESTIMONIALS

★★★★★ 6 months ago

I don't even know where to begin. The Biggest Ask did so much for me during my two journeys. My first journey there was a lot of heartache and TBA was always there to lift me up and encourage me as I move forward. Being part of there surrogate support calls has truly changed my life. The community they created has brought friendships to my life even if we are states apart. They are an open book and will always guide you on any questions you might have. It is true amazing the platform they have created. I want everyone to know about TBA.

★★★★★ 6 months ago

During my first journey as a surrogate I was obviously inexperienced, and went through a lot of learning curves, my agency kind of left me alone in most aspects so the journey felt lonely. A few weeks into my second journey I found The biggest Ask and their support calls, and it gave me a safe place to ask questions, get support, and give support to others. It gave me a community and now I call some of those people truly my friends. I'm thankful for the work TBA does in the community and always refer them to anyone who in considering surrogacy as a path to parenthood or being a surrogate

★★★★★ 6 months ago

We are IPs on our first journey. Bri from the Biggest Ask has been such a great support guiding us through everything. She has or will find the answers to any of our questions. I'm grateful to have found The Biggest Ask through IG. They have brought so much hope to our lives.

# GUIDANCE AND SUPPORT

## = $3,000

This package is catered to (already) independently-matched intended parents and gestational carriers who seek support during their surrogacy journey. Our team will provide you with tailored resources and text support to help you feel less alone on this journey. Intended parents using this service have **already screened their surrogates to ensure they comply with their fertility clinic's guidelines.**

**When to start this service:** We suggest starting this service after the **surrogate has had her medical records reviewed and approved by the fertility clinic.**

**Payment due:** All upfront. Full refund available if surrogate does not pass in-person medical screening.

**Add-ons:** This service **does not include 3rd party communication**. If your fertility clinic requires a third-party surrogacy coordinator please see our Surrogacy Coordinator package.

**See next page for full list of services included in this package.**

# GUIDANCE AND SUPPORT

## = $3,000

Services include:

**Comprehensive Surrogacy Booklet:** We provide a detailed guide on what to expect at each stage of the surrogacy journey, and offer valuable information and prepare all parties for the process ahead.

**Access to WhatsApp Surrogate and Intended Parent Community:** We offer surrogates and intended parents a platform to connect, share experiences, and support each other through a dedicated WhatsApp group.

**24/7 Text Support:** We provide round-the-clock text messaging support to address urgent questions or concerns that may arise at any time.

**1:1 Support Meetings:** 2–3 Scheduled Zoom Check-ins throughout your journey. Plus up to 2 Phone Calls as needed for extra support or clarification.

**Resources:** Gain access to our tailored resources designed to simplify your surrogacy journey. From contract terms to lawyer and escrow recommendations, our team ensures you have the information and tools you need to feel confident and supported every step of the way.

**Emergency Mediator**: We provide mediator services to help intended parents and surrogates navigate any challenges or misunderstandings that may arise during the journey. Our goal is to ensure open communication, mutual respect, and a positive experience for all parties.

**This package does not include Contract Term negotiations or facilitating contract term discussions.**

# Some real examples of how we provide guidance & support

Hey, I think my intended parents want to transfer later than I was hoping. What should we do?

I totally understand, let me reach out to them and ask them what they are thinking! Keep you posted!

I think I'm supposed to get my medical clearance bonus from my intended parents, but I think they forgot.

Ah, I'm sure she just forgot! Let me reach out to her!

I think our surrogate is confused on next steps, and I don't want come across overbearing. Would you mind reaching out to her and making sure everything is okay?

Absolutely, we already have a meeting on the books next week to talk about some things!

# Some real examples of how we provide guidance & support

What do you think about starting legal before medical clearance? Just so we can get the ball rolling?

I totally understand that you want to get stuff going ASAP. I would wait b/c you don't want to incur extra costs in the worst case scenario that your GC doesn't pass medical clearance!

I don't have a clue what surrogacy lawyer to work with or where to begin looking for one. Can you help?

Of course! Here is our tailored list of recommended surrogacy lawyers for the state you are needing!

I don't know what is fair to offer for certain contract term reimbursements. Can you share some expertise?

We are happy to share our Contract Terms Ranges & Definitions document with you to give you a better understanding!

# GUIDANCE AND SUPPORT

## IS THIS PACKAGE RIGHT FOR ME?

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**Choose Guidance and Support if...**

- **You've already found your surrogate.**

You've done the hard part and now you want support moving forward.

- **Your surrogate has already had her medical records cleared by your clinic.**

You already know that your clinic has reviewed your surrogate's medical records and things are moving along.

- **Your clinic doesn't require a coordinator.**

Some clinics include basic support, and you want additional help when needed.

- **You want experienced guidance without paying agency prices.**

You value professional support for tough situations, without the commitment or cost of full-service.

- **You don't need hand-holding, but you do want a safety net.**

You're confident and independent, but like knowing someone's in your corner for complicated decisions, surprises, or support.

# TESTIMONIALS

★★★★★ 6 months ago

As a surrogate, my experience with The Biggest Ask has been wonderful. It all started with an instagram post. I've had the pleasure of working with Bri, and she has been incredibly supportive every step of the way. She always makes herself available, answers every question with patience, and genuinely cares about helping you feel confident and informed. I'm truly grateful for her guidance and would highly recommend The Biggest Ask to anyone considering their surrogacy journey.

★★★★★ 6 months ago

I finished my journey with The Biggest ask in Feb 2025, when our amazing surrogate gave birth to our sweet baby boy! I cannot say enough good things about them and wanted to share how awesome they were through our whole journey. What sets them apart is the individual attention they give to everyone! They truly make it feel like you are the only person they are working with. They care SO much and I could feel the love, attention, emotion, and care, along side them the whole time. I always felt comfortable talking to them about any of my concerns. They made the journey *special*. They remember milestones, send texts just to check in, and SHOW UP. I was never concerned about not reaching someone, or never had to wait long for a response through email or text. They show they care from the bottom of their hearts, and you will never feel as though this is their business. This is their family, and they truly love what they do. Finding them was the best thing we could have ever asked for in this process and I am lucky to be part of The Biggest Ask family💙

# SURROGACY COORDINATOR SCREENING FEES = $200-$1,250

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## Screening Fees:

At The Biggest Ask, we understand the importance of flexibility and transparency when beginning the surrogate search process. That's why our screening process is designed to progress step by step, ensuring that every surrogate meets eligibility requirements before moving forward. **Our Surrogacy Coordinator package begins once this screening process is completed. The screening process/steps are mandatory for use of our Surrogacy Coordinator package.**

Our process includes the following steps:

**Questionnaire & Review:** We start by sending a detailed questionnaire to potential surrogates and reviewing their responses to assess initial eligibility.

**1-on-1 Meeting:** If the questionnaire indicates suitability, we move to a personalized Zoom meeting to further assess readiness and answer any questions.

**Criminal Background Check:** Once the surrogate demonstrates readiness, we conduct thorough background checks for all relevant parties.

**Medical Records Collection:** The final step involves gathering and reviewing all necessary medical records to confirm the surrogate's ability to proceed. We use **Gather Records Collection & Review** to make the process seamless and organized for all parties.

**Payment due:** The total cost of the screening process ranges from $200 to $1,250 per surrogate screened, depending on how far the surrogate progresses. You only pay for the steps completed. If a surrogate is determined to be ineligible at any stage, no additional charges are incurred for subsequent steps.

# SURROGACY COORDINATOR

## = $6,000

***does not include cost of screening services.**

After your surrogate has been officially screened, our surrogacy coordinator services include:

**Surrogate Medical Insurance Review:** We evaluate and ensure the surrogate's medical insurance covers the pregnancy and related healthcare needs, minimizing financial risks for all parties.

**Special Insurance Pricing at Art Risk (if needed):** We offer discounted rates for insurance through Art Risk, a provider known for fertility and surrogacy insurance services, if additional coverage is required.

**One-on-one Separate Discussions with IP and GC about Contract Terms:** We facilitate private discussions to ensure both parties fully understand and agree to the terms of the surrogacy contract, promoting transparency and mutual agreement.

**Third party communication and coordination**: We will work with your fertility clinic and surrogate candidate to ensure that they have the medical documents they need to adequately screen your surrogate.

**Join our Whatsapp Groups:** Our TBA Whatsapp groups are here for you to connect, share, and support one another in a drama-free, positive space.

**The Biggest Ask App:** Stay connected and in sync with your surrogacy partner through our specialized app! Track milestones, manange appointment dates, and explore thoughtful questions to build a deeper connection during your journey.

# SURROGACY COORDINATOR

## = $6,000

***does not include cost of screening services.**

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## Continued from the above list..

**Lawyer Recommendations:** Access our curated list of trusted ART (Assisted Reproductive Technology) lawyers, organized by state, to guide you through your surrogacy journey. Plus, get a tailored list of interview questions to help you find the perfect legal fit for your needs.

**Escrow set up:** We'll connect you with your chosen escrow company and assist in ensuring they have everything needed to start managing reimbursement requests from your surrogate seamlessly. We will also monitor those reimbursements and answer any questions the escrow company may have.

**Continued support through the entire pregnancy & beyond:** Our dedicated coordinators are with you every step of the way, providing unwavering support, guidance, and open communication throughout your entire surrogacy journey. We're committed to going above and beyond for every client to ensure you have the most positive and fulfilling experience possible.

**Payment due:** $3,500 due upon signing and $2,500 due once she is 100% medically cleared after in-person clearance.

# Some real examples of what surrogacy coordination support looks like

I need to find a monitoring clinic for my GC. Would you be able to help me with that?

Yes, I will call around tomorrow and get that information for you!

Can you help us gather the medical records for our surrogate?

**Gather** will be getting in touch with your surrogate to collect all of her medical records and put together a full report about her medical history!

Our contract says that we need to purchase disability insurance. Can you help with that?

Yes! I'll book a meeting with Art Risk to discuss options and call various insurance companies to get some quotes!

# SURROGACY COORDINATOR

## IS THIS PACKAGE RIGHT FOR ME?

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**Choose Surrogacy Coordinator if...**

- **Your clinic requires third-party coordination.**

Many clinics require a neutral third party to manage communication and documentation.

- **You want someone handling clinic communication.**

You prefer not to manage emails, updates, or logistics with the clinic yourself.

- **You'd rather have an expert managing logistics.**

You want help keeping everything on track, organized, and compliant.

- **You want a more hands-off experience.**

You'd like someone to take the lead so you can stay focused on your family, the big picture, and growing a relationship/connection with your surrogate.

# TESTIMONIALS

★★★★★ 6 months ago

I cannot recommend The Biggest Ask enough. We found the perfect surrogate for our family, and MJ supported us with such genuine care and compassion throughout every step. What could have been an (even more) overwhelming journey (filled with legal and medical hurdles) felt easy, clear, and hopeful because of her guidance. Not only did she guide us through every step but she consistently checked in on us throughout the process and truly felt like a friend! After so many years of longing, heartbreaking loss and hurdles our dream of finally welcoming a child came true, and we will forever be grateful to The Biggest Ask for helping make that miracle possible.

★★★★★ Edited 6 months ago

With this being my first surrogacy, I've wanted to find all resources available to help me throughout this journey. I came across The Biggest Ask via a friend on instagram and their posts are not only super informative but also calming to the eyes. I've been on their support calls a couple of times and constantly gain more knowledge of the process. I'm super grateful to have found them ❤️ ✨

★★★★★ 6 months ago

I have been following TBA for quite some time on Instagram and had the pleasure of working a bit with MJ for a potential surrogacy journey. As a 2x surrogate, their content is both relatable and educational- truly such a valueable resource to have! They are knowledgeable, professional, empathetic, and simply wonderful.

# OUR TWO MATCH PROGRAM OPTIONS

At The Biggest Ask, our Matching + Guidance + Support package is now available in two versions so you can choose the level of visibility that feels best for your family:

- **Standard Matching + Guidance + Support - $12,000:** for families who are comfortable sharing their story along with photos and names or initials.
- **Private Matching + Guidance + Support (No-Photo Option) - $14,000:** for families who prefer not to share photos publicly, while still allowing us to share their written story and initials.

Both options include the exact same level of support, surrogate search, screening, and journey coordination. The only difference is how publicly we can share your profile as we search for your match.

# MATCHING+

# = $12,000

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Our comprehensive Matching + Guidance + Support package offers everything in our Surrogacy Coordinator package plus assistance in searching, screening, and matching intended parents with potential surrogates.

This $12,000 option is designed for families who are comfortable sharing their story and photos, along with either their names or initials, to help us find the right surrogate match. When we can share your photos on our website, within our surrogate community, and social media, it significantly expands your reach and often helps you connect with a surrogate more quickly.

We focus on sharing your authentic journey and unique story in a way that feels aligned with your comfort level. Our goal is to attract surrogates who truly resonate with your values and hopes for this journey, helping build a strong foundation from the very beginning.

**When to start this service:** We suggest starting this service as soon as the intended parents **have embryos created and tested (if testing)**.

**Payment due:** Our full-service fee of $12,000 is divided into 3 milestones. Upon initial sign-up, a payment of $3,000 is due. Upon matching, a $5,000 payment is due. Finally, the remaining $4,000 becomes due at the confirmation of heartbeat.

Please refer to the next page for our private matching+ option

# MATCHING+

## IS THIS PACKAGE RIGHT FOR ME?

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**Choose Matching+ if...**

- **You haven’t found your surrogate yet.**

You’re just getting started and want help finding the right match.

- **You want us to search, screen, educate and coordinate from beginning to end.**

You want a full-service experience where we handle everything - so you don’t have to.

- **You want the highest level of support.**

From the first call to baby in arms, you want expert guidance every step of the way.

- **Your comfortable with our story-led matching process.**

You are okay with sharing your story and some photos of you and your family being shared on social media. Initials are okay if you aren’t comfortable with your real names.

# MATCHING+
# (NO-PHOTO OPTION)
# = $14,000

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We know that not every family feels comfortable sharing photos as part of their surrogacy story, and that's okay. Our Private Matching + Guidance + Support package is designed specifically for intended parents who:

- Prefer not to have their photos shared publicly or within our broader surrogate community and
- still want the same high-touch matching, screening, and journey support that The Biggest Ask is known for.

In this $14,000 package, we do not share photos of you, but we do share:

- Your written story in full
- Your values, preferences, and hopes for this journey
- Your location + fertility clinic
- Your initials (or other agreed-upon identifiers) instead of your full name(s)

Because we aren't able to use photos, which is one of the primary ways surrogates connect with and remember intended parents, your search often requires more time, creativity, and behind-the-scenes effort from our team. Matching without photos is not impossible, but it is more challenging and typically more time-intensive on our end. The adjusted fee reflects that additional time and strategy while still keeping our services as accessible as possible.

**When to start this service:** We suggest starting this service as soon as the intended parents **have embryos created and tested (if testing)**.

**Payment due:** To account for the extra time and effort involved in matching without photos, the additional $2,000 fee is added to the first installment: $5,000 is due at sign-up, $5,000 is due at match, and the final $4,000 installment is due at confirmation of heartbeat.

Please refer to the next page for our matching criteria

# MATCHING+

## IS THIS PACKAGE RIGHT FOR ME?

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**Choose Matching+ (No-Photo Option) if...**

- **You haven’t found your surrogate yet.**

You’re just getting started and want help finding the right match.

- **You want us to search, screen, educate and coordinate from beginning to end.**

You want a full-service experience where we handle everything - so you don’t have to.

- **Privacy is important to you.**

You’d prefer not to have your photos or personal information shared publicaly while searching for a match.

- **Your comfortable with taking your time finding your right match.**

You’re looking for compatibility and connection over speed and are comfortable with a more private matching process.

# AN IMPORTANT NOTE ON OUR MATCHING CRITERIA

Our matching process is centered around building a solid foundation for your surrogacy journey. We're dedicated to aligning with the American Society for Reproductive Medicine (ASRM) guidelines, ensuring every match we make meets the following criteria:

- Surrogates must be of a certain age, typically between 21-45.
- Surrogates must have at least one successful pregnancy and delivery.
- Surrogates should not have a history of serious obstetric complications.
- Surrogates should be in a stable living situation.
- Surrogates must undergo medical and psychological screening.

We operate across the entire United States, and while we aim to consider your preferred geographic location and surrogate's experience level, we cannot guarantee a match based on these factors. Our primary focus is on the health and suitability of the surrogate according to ASRM guidelines and your specific fertility clinic requirements.

***Please note:** we currently cannot work with surrogates who reside in New York.

Our search criteria include any additional surrogate-related requirements specified by your fertility clinic, so we need to be aware of these before we begin our search. If, due to unforeseen issues, the surrogate matched through our service does not pass your clinic’s medical exam, we will provide another match at no extra cost. **Please note that any matches beyond this will incur an additional fee.**

We're committed to your journey, every step of the way.

# OUR MATCHING APPROACH

We prioritize the unique needs of intended parents in their surrogacy journey. We understand that visibility and connection matter, and we've developed a proven, modern approach that helps your story reach the right surrogate - comfortably, strategically, and effectively.

## How Our Matching Approach Works

At The Biggest Ask, we use a multi-layered outreach strategy to give every intended parent the strongest possible chance of finding a great match.

## Match Posts on Social Media & Website

We create a personalized match post featuring your story, photos (unless you choose our no-photo option), and your initials or names.
These posts are shared on:

- Our instagram feed + stories
- Our website's active matching page
- Our surrogate community

This ensures your story is seen by people who are actively searching for intended parents and those who may not yet know they want to start a journey.

## Community Engagement & Giveaways

We encourage our community of former surrogates, current surrogates, intended parents, and supporters to share and engage with each post. Every engagement (comment, share, tag, etc.) enters them into our giveaway, helping increase visibility and expanding your reach far beyond our direct audience. This crowdsourced visibility is one of the reasons our matches happen quickly and organically.

Please refer to next page for more about our matching approach

# OUR MATCHING APPROACH

## Targeted Instagram Ads

For every intended parent match post, we also run paid instagram ads designed to specifically reach potential surrogates.

These ads are:

- Customized to your story
- Narrowed down by geographic proximity (nearby states)
- Targeted based on behaviors and interests associated with the surrogate demographic.

This provides high-quality visibility outside of our immediate community and has consistently been on of our most effective matching tools.

## You Come First

Your preferences guide every step of our process. Whether it’s through social media outreach, strategic ads, community amplification, or personalized storytelling, we adapt everything to your comfort level and goals. Our priority is creating a match that feels aligned, supported, and rooted in connection.

Join us at The Biggest Ask for a personalized and supportive surrogacy journey.

# OUR MATCHING CAMPAIGN STRATEGY

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At The Biggest Ask, we believe that finding the right surrogate is not just about being seen - **it's about being felt.**

Because of that, we don't rely on a single post to share your story. Instead, we've developed a multi-day matching campaign designed to create connection, build trust, and give your journey the visibility it deserves.

**How Your Story is Shared**

Once your profile is approved, we launch a **5-day matching campaign centered around your story.**

Each piece of this campaign is intentional and designed to help potential gestational carriers not only learn about you - but truly connect with you.

## DAY 1: YOUR STORY (CONNECTION)

We begin with your personalized match post shared on our Instagram, website, and within our surrogate community.

**This includes:**

- Your story
- Your journey to surrogacy
- Your hopes for your future child
- Your values and lifestyle
- What you're looking for in a match

This is the foundation of your search - your story, told in a meaningful and authentic way.

# OUR MATCHING CAMPAIGN STRATEGY

## DAY 2: YOUR PERSONALITY (RELATABILITY)

Next, we help bring your story to life through a short video or additional content that allows potential surrogates to get a better feel for who you are.

**This may include:**

- A “this or that” style video
- An open letter to your future surrogate video
- A casual introduction or day-in-the-life clips
- A few things about us that didn’t make our post video
- Or a text-based version of any of these if you prefer not to share video or photos

This step helps create a deeper sense of connection beyond written words.

## DAY 3: COMMUNITY ENGAGEMENT (ENGAGEMENT)

We invite our audience to engage directly with your story through a Q&A on Instagram.

This allows potential surrogates and members of our community to:

- Ask questions
- Learn more about your journey
- Feel more connected to you as a family

# OUR MATCHING CAMPAIGN STRATEGY

## DAY 4: BUILDING TRUST (TRANSPARENCY)

We share your answers to those questions, creating a transparent and approachable view of who you are.

This step is incredibly powerful in helping potential surrogates feel comfortable and confident reaching out.

## DAY 5: SECOND REACH (VISIBILITY + ACTION)

We re-share your original match post with a new message and renewed visibility.

**This gives:**

- A second opportunity for connection
- Exposure to a new audience
- A clear invitation for someone who may have been watching quietly to take the next step

## WHY WE DO THIS

We've found that connection rarely happens from a single moment—it happens through repeated exposure, familiarity, and trust.

**This approach allows your story to:**

- Reach more people
- Be seen more than once
- Create multiple opportunities for the right person to feel drawn to you

# OUR MATCHING CAMPAIGN STRATEGY

## A NOTE ON TIMING + EXPECTATIONS

While this strategy significantly increases visibility and engagement, it's important to remember:

Surrogates choose intended parents based on personal connection, timing, and alignment - not order or how long someone has been posted.

Every journey is unique, and timelines can vary based on preferences, comfort levels, and overall fit.

Our role is to ensure your story is shared intentionally, consistently, and in a way that attracts the right match - not just the fastest one.

We don't just post your story - we advocate for it.

# TESTIMONIALS

★★★★★ 8 months ago

When people think of parents through surrogacy, I think there's an automatic assumption we are rich or famous. I remember when one of the physicians in our IVF clinic suggested we use surrogacy, I got so angry. "What makes you think I can afford that? I wish I could. No, I have to tough this out."

The reality is that most of us who have infertility (medical or social) are normal everyday people, and many of us never know there are options for independent journeys. I'm so grateful I found The Biggest Ask when looking for resources for an independent journey, because we otherwise wouldn't have been able to afford to grow our family in a way that felt ethical to us.

I appreciate that they have free resources (their step-by-step guide on how to do an independent journey, their support groups, their social media content), and didn't gate keep it behind a dollar value where it's an unknown quality course like a lot of social media likes to sell us. It was the free resources that made me realize TBA is really in it to help people, and I really wanted to work with them.

My partner and I had a zoom meeting with Ashley to assess the levels of support TBA can offer us, and what we needed. We had already spoken to a few lawyers that offer concierge services for independent journeys as well as a few agencies at this point, and all of them felt very pushy and sales-y, which turned me off since I felt like I was speaking to car salespeople and being swindled for snake oil. Ashley told us she wasn't even sure I needed them at all, but if I wanted to find my own GC and use their services, they'd be happy to support me. It felt like I was talking to a friend rooting for our journey, not a salesperson. And I knew I wanted to work with her.

To be frank, I probably "could have" done it all. But we considered the pros and cons to spending the money on TBA—

1. I have ADHD and anxiety, and I didn't want to feel overwhelmed with the "steps" that I forget one and mess up the whole journey. Hiring TBA meant Ashley would help me keep tabs on all of my own To Do's so nothing falls apart. Anyone neurodivergent who has a hard time multitasking and just needs a person to project manage their journey can benefit immensely from this.
2. I wanted an impartial third party to give me their opinions on our potential GC matches I bring them, as well as any other third party (e.g. lawyer, clinic, insurance). With agencies, they have pre-existing contracts already in place and cannot be impartial. I appreciate that TBA doesn't, and I got to choose every step of the way.
3. I knew I would need a "referee" for our GC and ourselves, in case anything went sideways. And sideways it did a few times where both my GC had to go to Ashley for support, as well as us, for little things and big things. I can't imagine I could've survived our journey without this level of support.

What I didn't expect before hiring TBA but benefited from— other professionals royally "being unprofessional", and Ashley stepping in to support this journey. From an absolutely "unprofessional" lawyer that was throwing an email temper tantrum claiming lies that could've broken our match, to a clinic's own coordinator being awful at communication and risking our cycle's plans, to a third party insurance employee fumbling on their job, Ashley held my hand virtually through it all. And when I got overwhelmed and needed my spouse to be the one to handle things, Ashley smoothly communicated directly with him to give me a break from it.

I cannot possibly recommend The Biggest Ask or Ashley enough. Their services they offer at a tiny fraction of what agencies charge has been a godsend.

We have our end goal— our babies— and I am so grateful that it was TBA and Ashley that got us here to the finish line.

# MATCHING + SUPPORT TIMELINE

01

## You tell us you're interested!

When you're ready to get started, send us an email or text!

02

## On-boarding questionnaire

We will send you an in-depth on-boarding questionnaire. The answers to these questions will help guide us in creating your match profile for our surrogate search.

03

## Accept terms & conditions

At the same time, we will send you our sign up link where you can accept contract terms and submit your $3,000 deposit.

04

## Put together a profile

We will put together an intended parent profile. As soon as you approve the profile, we will send out an alert to our registered surrogates on our website.

05

## We get to work

Based on your comfort and initial profile response, we'll expand your story's reach. Additionally, we'll create content to attract more surrogates to our site, boosting your profile's visibility.

06

## Screening

As interest comes in, we will properly screen surrogates. We will run background checks, check credit scores and make sure that they meet ASRM guidelines. Please read our important note regarding our criteria.

# MATCHING + SUPPORT TIMELINE

07

## Finding the one!

Once matched, a payment of $5,000 is due to us. We will then begin to help guide you and your GC through her medical clearance at your fertility clinic. Beginning with initial medical records review and then in-person medical screening.

08

## Download our app!

We will invite you and your GC to download our customized app! This will help keep us actively involved in your journey. Click here for more details about our app.

09

## Legal contracts and insurance

We'll separately discuss insurance and contracts with you and your GC. If needed, we'll recommend Art Risk for insurance. Both parties must hire surrogacy lawyers, to whom we'll send pre-negotiated contract terms for swift signing.

10

## Embryo transfer

The day we have all been dreaming of is here! Fingers are crossed and celebrations are had!

11

## Confirmation of heartbeat

The pregnancy officially begins upon heartbeat confirmation, at which point a final payment of $4,000 is due to us. We'll be available and involved, ready to answer any questions you or your GC may have via your preferred method of communication. We'll celebrate your milestones with you and, if any issues arise, we're ready to meet with you and your GC separately to help resolve it.

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Hi there, not sure if you remember me, but just wanted to say congratulations on bringing home your little one!!

My journey took a surprising and hopeful turn - my cousin stepped up to be our altruistic GC. We just scheduled her med screening for later this month! She is a Korean adoptee with a biological kid of her own, so we joke that if this works, she will have made a family every possible way :) I'm so grateful to the resources you've been putting out there for IPs, it helped me a lot with getting started. Wishing you all the best!

❤️

3:48 PM

Hi! I have held off on waiting to message you until this day came. Because of The Biggest Ask and you posting our profile online we connected with a carrier only 45 minutes away from us- she is an incredible person with a wonderful family. Our agency had prepared us to not even find a carrier in our same state! We just got our official match today and we are so excited. Thank you isn't enough for all you are doing for this community!!! I can't wait to keep you posted on how this journey continue to unfolds. Thank you, thank you, thank you!

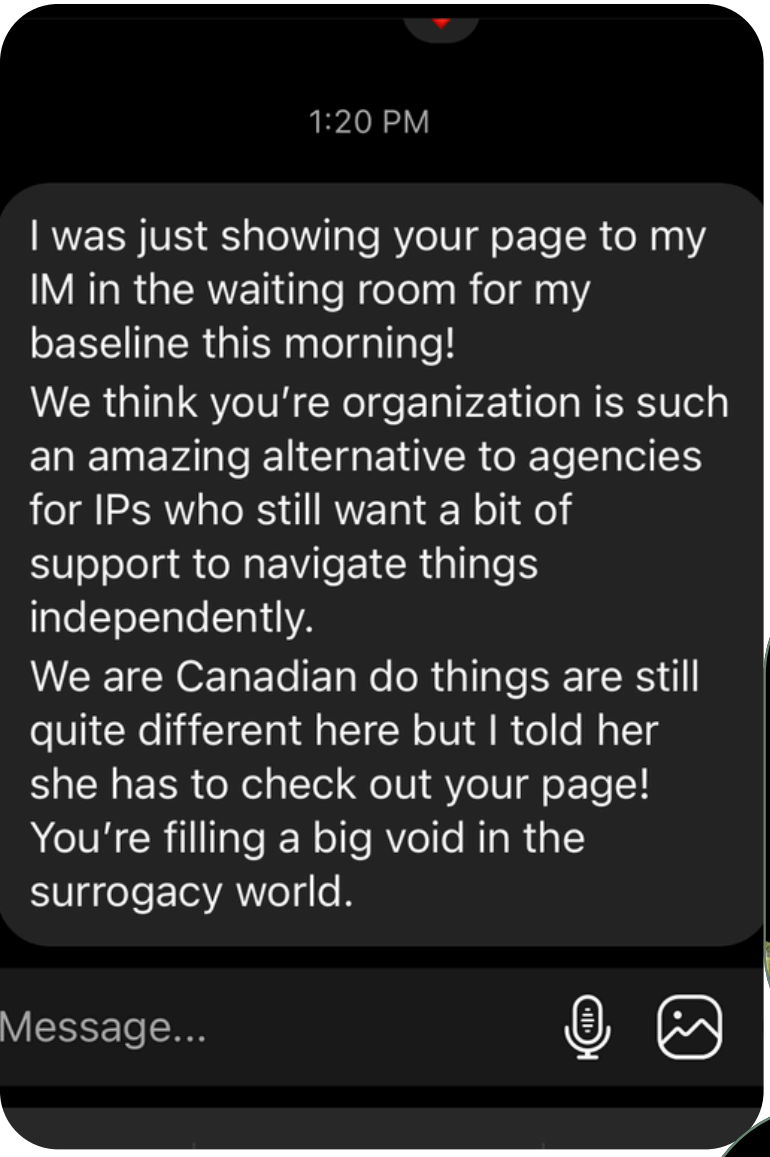
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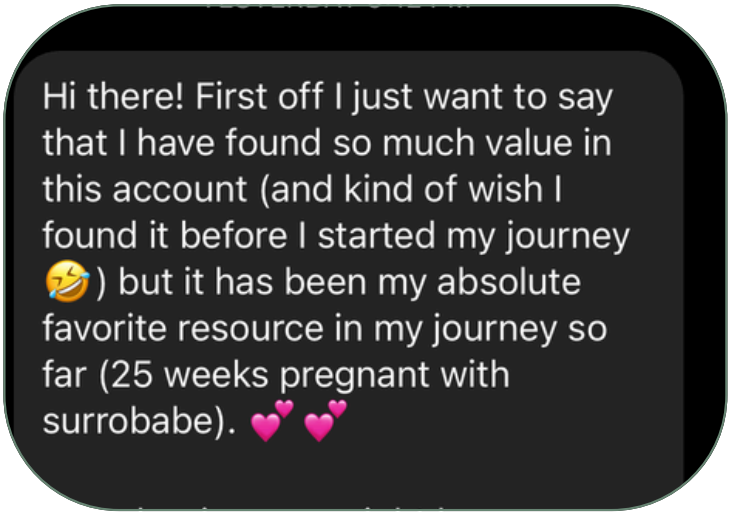
Thank you for offering this training and all of the helpful resources on your website, Mary Jane!

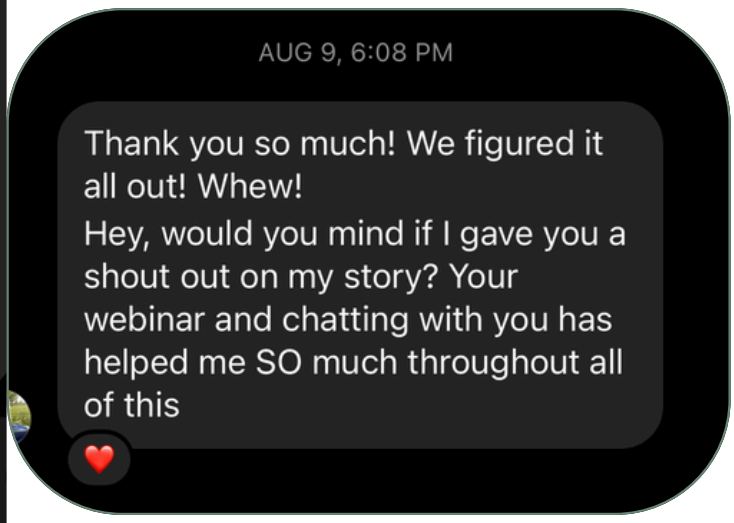
We have been pursuing surrogacy for a couple of years now, and finding solid and reliable information in one source has been a challenge throughout the process, so finding your training and website has been incredible.

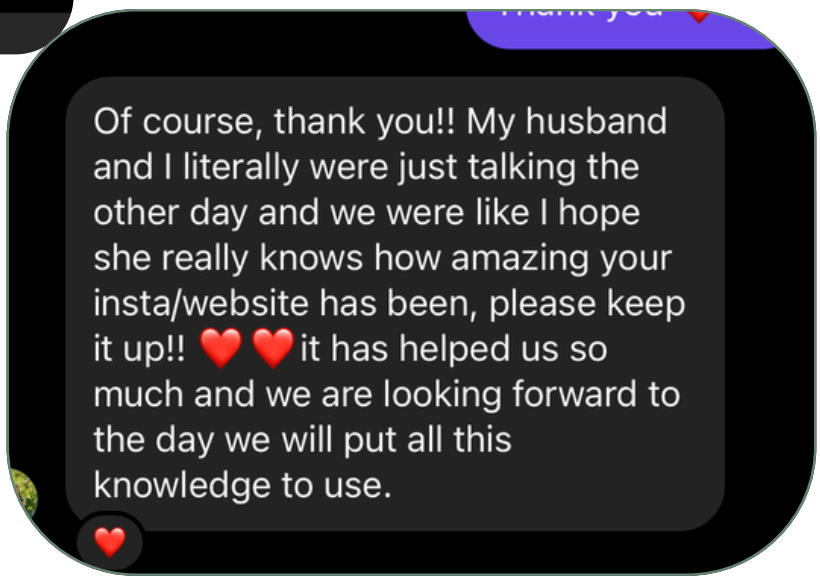
When I first started considering surrogacy it was hard to find a spot online that didn't feel overwhelming and littered with negativity, but when I came across The Biggest Ask it felt like a bright light of positivity! One of the posts featuring a gestational carrier caught my eye and I instantly felt a connection with her and reached out. From there we were guided by MJ through the process of getting to know each other and learning what to do next to see if we would be a good match. Her guidance was both professional and warm. I felt completely safe and comfortable sharing my fears, excitement and questions without any judgement. I truly feel lucky to have found MJ and couldn't have navigated the process without her. I would highly recommend The Biggest Ask to anyone exploring surrogacy who is looking for a personalized, caring experience with honesty and commitment. I know she would have gone above and beyond for our family and I can't thank her enough!

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Although I'm going to try, I don't think I can fully put into words what The Biggest Ask has done for my husband and I. Infertility is not something you plan for. It is something that happens to you - and for me, it has taken me almost two years to accept that I am part of this club that no one wants to be part of. The Biggest Ask has shown me that this community is one of support, guidance, and so much love. One that I now feel lucky to be part of, and that is because of The Biggest Ask. We interviewed a few surrogacy agencies before becoming part of The Biggest Ask. We had one larger agency tell us that they would "bring the optimal return (miracle baby) of your investment." Direct quote. I was so turned off by that and didn't know how we would ever make this happen for our family. Once we decided on The Biggest Ask, all of that weight was lifted off my shoulders. I didn't feel like a number, or like they were profiting from our trauma and vulnerabilities. Ashley has made us feel like we are her only client, and I am SURE that is how she treats each family she works with. She gives you the individual time and attention that honestly feels like you are her priority. She makes EVERYONE a priority. The knowledge, experience, and network that she and MJ have is incredible, but I think what makes them special is their personalities and how they treat others. We have been able to have tough conversations, and I am not afraid to talk to her about anything. We trust Ashley and MJ to give us their honest guidance and because of this, we have been able to navigate all the highs and lows of our journey. Surrogacy is not easy. But, Ashley and MJ have given me the confidence to know that we will always figure it out together. I know I have the best team supporting us, that will help us bring home a baby. When we tell our baby about their story, they will know that Ashley and MJ helped us to bring them into this world. - Alyx



# NEXT STEPS



*Thank you!*

**For guidance and support and surrogacy coordinator:**

Book a time to meet

**For Matching + service, join our waitlist**

hello@thebiggestask.com
Text: (618) 268 -3392