

# PRIDE- OUT-OF-THE-BOX

AN ERG GUIDE TO  
CELEBRATING PRIDE VIRTUALLY

---

OUT & EQUAL  
WORKPLACE ADVOCATES



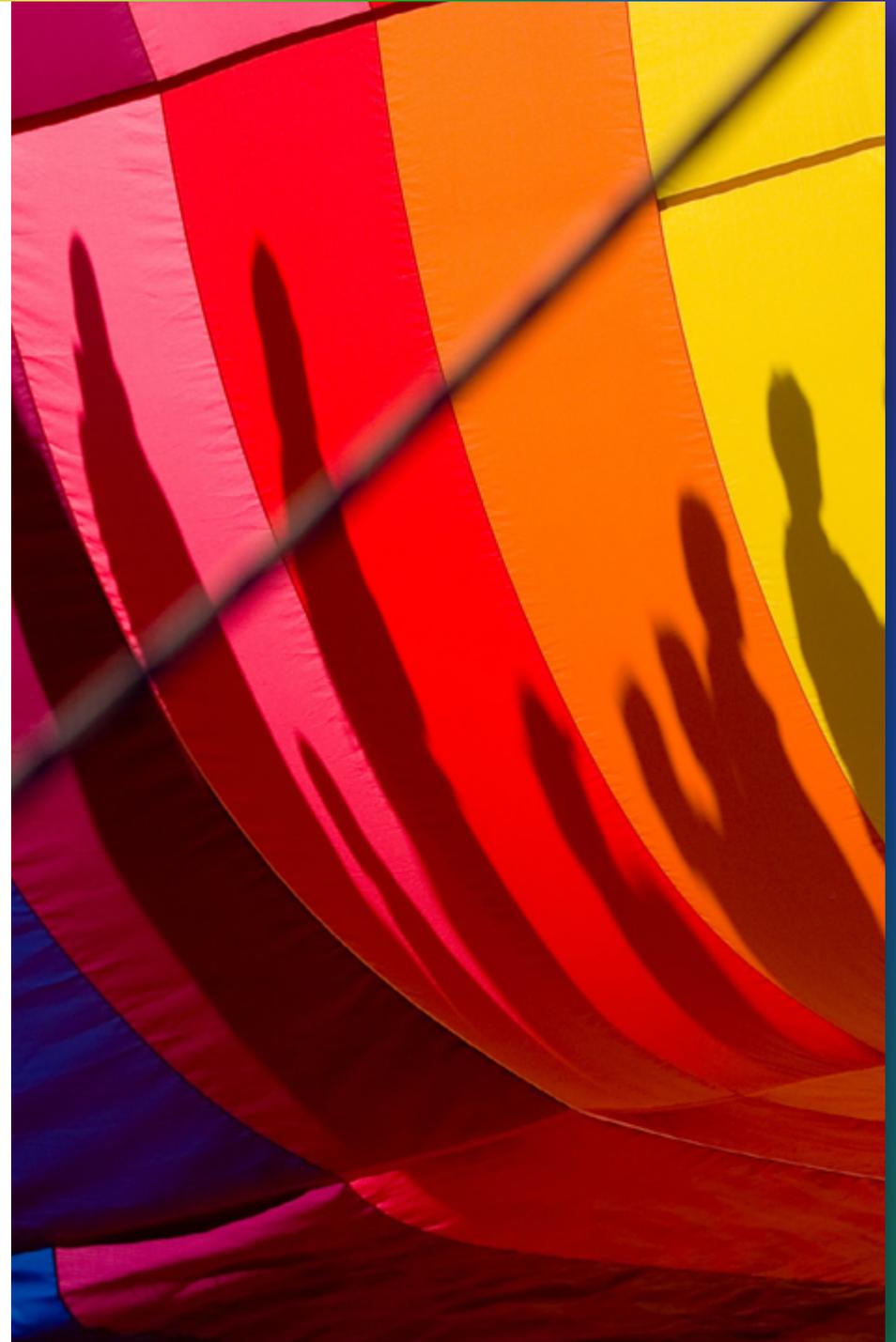
**Pride Month itself was born out of struggle.** From the countless, fearless LGBTQ advocates who across decades refused to live inauthentically in the face of discrimination, stigma, and violence, to the uprisings at Stonewall and Compton’s Cafeteria, to celebrations of life and hope amidst the AIDS crisis, each one building a foundation for a powerful, long-lasting global movement of authenticity and connection for the LGBTQ community.

**Pride was born out of resilience and courage in the face of adversity.** As the global COVID-19 pandemic disrupts in-person Pride celebrations across the world, LGBTQ advocates everywhere are reimagining what it means to celebrate Pride Month. While well-established traditions such as marches, floats and parties are disrupted, the essence of Pride is not only alive and well, but needed by so many in the midst of this global crisis.



# P(EOPLE)

More than flags, marketing efforts or floats, Pride is about the people in the LGBTQ and allied community. Remember that our shared humanity is what is both celebrated and at stake in the global fight for full LGBTQ equality. For employers, Pride is a wonderful opportunity to showcase images and narratives of your people—from the lesbian mother of two, to the non-binary Millennial to the veteran gay man to the proud parent of a transgender teen, the month honors people from every walk of life.



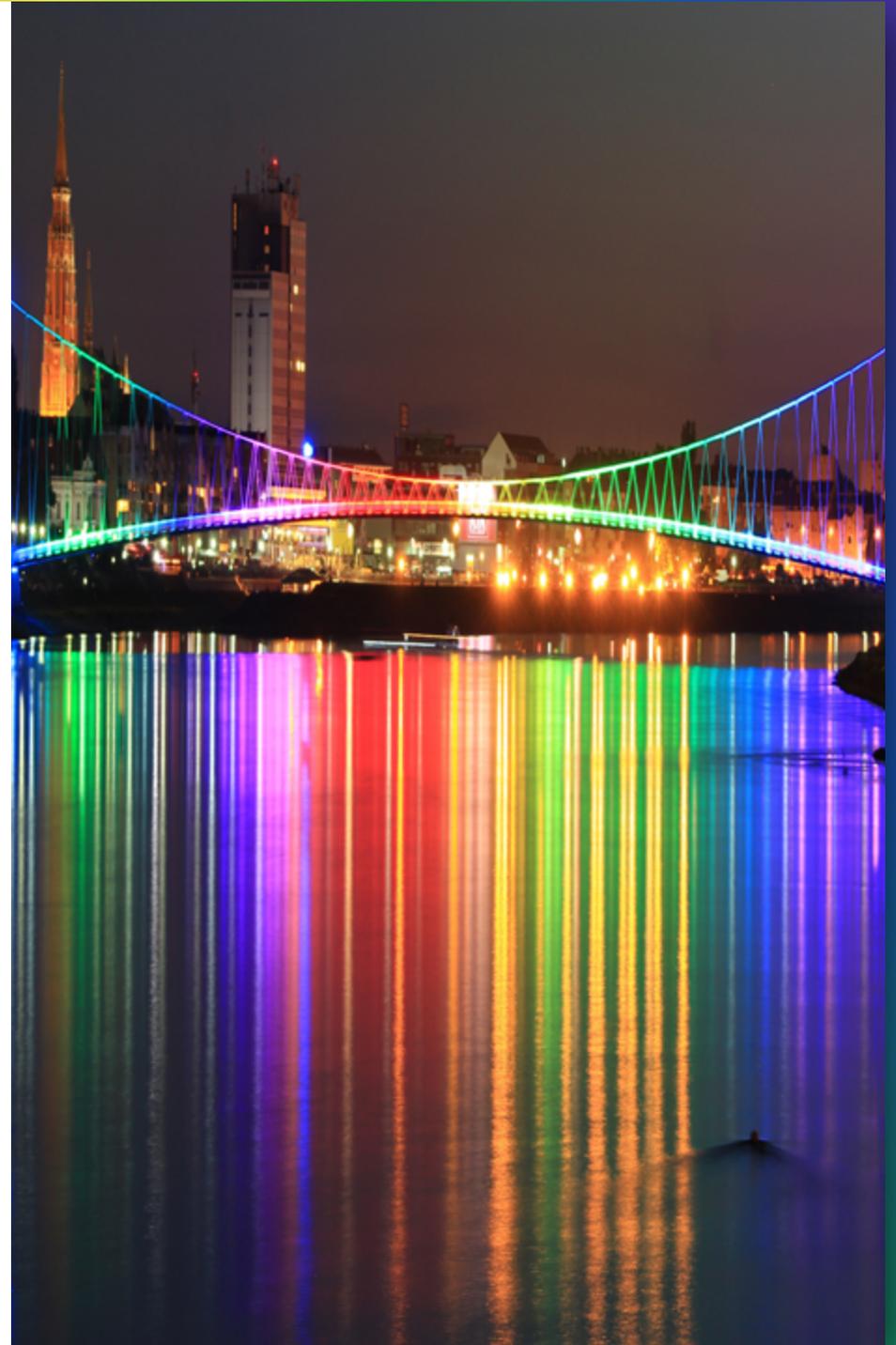
# R(ESILIENCE)

Pride stands as a powerful claim of self-worth and community celebration in contrast to historic ostracization of LGBTQ people. Community resilience, fortified by humor, dancing, parties and the joy of connection has come to form the hallmarks of Pride. This year as material fears about health, financial security and more are weighing on LGBTQ employees alongside everyone else, Pride may provide a catalyst for employees to become more grounded in their own individual and collective resilience.



# I(NFORMATION)

Pride serves as an important milestone for employers to share information with their own workforce, customers and clients about the meaningful ways they engage with the LGBTQ community and are advocates for equality. From fully inclusive non-discrimination policies to transgender-inclusive healthcare benefits, the profile of common best practices amongst the Fortune 500 and other major businesses has become more robust and equitable for LGBTQ employees and their families. In addition, more businesses have weighed in to defend LGBTQ civil rights in the public square than at any prior point in history. Businesses cannot take for granted that employees and stakeholders are fully aware of these efforts and can take Pride as an opportunity to communicate via internal newsletters, executive messaging and other channels.



# D(IVERSITY)

Pride is the culmination of struggle to fully recognize the diversity of the community. ERGs want to be mindful that the images and stories elevated during Pride month are as diverse as the community itself—being particularly mindful of often under-represented Bi, Queer, People of Color, Non-Binary and Trans communities. Programming that is intersectional in nature is the most impactful—No one moves through the world with just one identity. Acknowledging these realities is at the heart of intersectionality.



# E(XPRESSION)

The visuals that often come to mind from Pride month are colorful, campy and fun. From tiaras to boas to floats and DJs, Pride is a celebration of individual and community expression. In a year of “going virtual” expression may look different, but it is equally important. Employees may want to coordinate celebratory Pride Zoom backgrounds, update their email signatures to reflect their pronouns or join an LGBTQ ERG for the first time as an ally.





ERG leaders and executive champions may be feeling unsure about the prospect of celebration and coordinating across virtual platforms.

The following Out & Equal guide provides a set of ideas, tools and engagement points for Employee Resource Groups everywhere to utilize in building and supporting virtual Pride engagements this year.

Join Out & Equal as we continue to celebrate authenticity, community and belonging with our LGBTQ and ally family across the world this June.



A large, vibrant rainbow flag graphic is positioned in the top right corner of the slide, partially overlapping the white background. The colors transition from purple at the top to red at the bottom.

# PRIDE KICK-OFF

## A Virtual Townhall with Out & Equal

Join CEO of Out & Equal, Erin Uritus, and the rest of the Out & Equal team as we kick off the month of Pride together on **June 1st at 12pm PT/3pm ET**. Learn more about the history of Pride and why celebrating is important, now more than ever. Come wearing your favorite pride swag and prepare to join in as Erin engages attendees in pride-centered dialogue and activities.

---

[REGISTER FOR PRIDE KICKOFF HERE.](#)

---



# PRIDE BRUNCH BREAK

## with Out & Equal

Join Out & Equal on **June 15th at 11am PT/2pm ET** as we host our very first virtual Pride Brunch Break. Represent your company in style by wearing your Pride-themed swag and bring your favorite drink and snack. Prepare to engage as O&E facilitates virtual opportunities for participants to share stories of belonging and pride in the workplace.

---

**[REGISTER FOR PRIDE BRUNCH BREAK HERE.](#)**

---

# WORKPLACE WEDNESDAYS

## with Out & Equal—On-Demand Lunch and Learns For Partners

Out & Equal wants to visit your ERG during pride! We will be offering several time slots throughout the month of June where members of our team will present topics to your ERG virtually. Here are a list of the available times and topics:

- Wednesday, June 3, 12:00pm PT/3:00pm ET
- Wednesday, June 10, 12:00pm PT/3:00pm ET
- Wednesday, June 17, 12:00pm PT/3:00pm ET
- Wednesday, June 24, 12:00pm PT/3:00pm ET

---

**[TO REQUEST A VISIT, CLICK HERE.](#)**

---

### **ERGs may select one of the following topics for Out & Equal to present on:**

- Best Practices for Non-Binary Inclusion
- What's Your Pronoun? Strategies for Inclusion in the Workplace
- COVID-19 and the Impact on the LGBTQ Community
- I Hope This Message Finds You Well: Mental Health, the Workplace, and COVID-19
- Ally Tips for Engagement
- LGBTQ Workplace Inclusion: A History of Pride in the Workplace

# BRING OUT & EQUAL TO YOU

Would you like Out & Equal to speak at your company during the month of Pride? We'd love to! Out & Equal CEO, Erin Uritus, and Managing Director, Deena Fidas, will be virtually visiting workplaces throughout June and can speak on a variety of topics. Contact Out & Equal at [hello@outandequal.org](mailto:hello@outandequal.org) to find out more.

# EXPRESS YOUR PRIDE

There are a number of ways to express your pride throughout the workday—even in the virtual world of work.

## Update Your Email Signature:

Pride Month is a great opportunity to ensure your pronouns are added to your email signature. You can also show the LGBTQ community support by letting others know you are an LGBTQ ally in your email signature, as well.

See the example below for ideas on how to integrate pronouns into your signature:

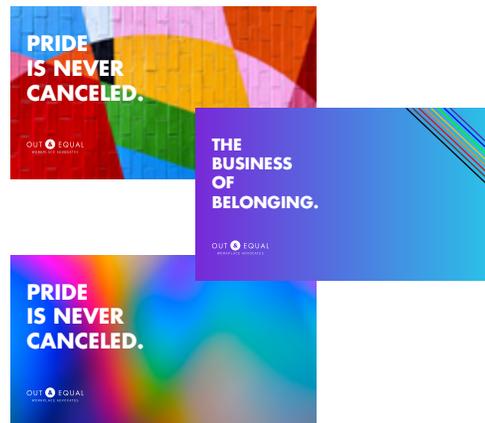
SUSAN LIEU | Human Resources Manager  
Inclusivity Matters Inc.  
Pronouns: she/her/hers  
1234 Smith St., San Francisco, CA 94104

*I am an ally of the LGBTQ community and member of <insert your company's LGBTQ ERG name.>*

## Pride-Themed Zoom

**Backgrounds:** Celebrate and make meetings festive with Out & Equal's new pride-themed Zoom virtual backgrounds.

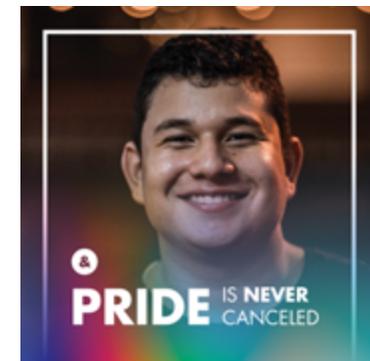
[Click here to download.](#)



## Update Your Profile Picture:

Demonstrate your pride online by update your social media profile pictures with Out & Equal's new pride-themed profile picture frame.

[Click here to download.](#)





**CELEBRATE WITH YOUR ERG:**  
Activities You Can Do Together  
At Home



A vibrant rainbow flag graphic is positioned in the top right corner of the slide, partially overlapping the white background. The colors transition from purple at the top, through blue, green, yellow, orange, and red, to pink at the bottom.

# **PRIDE KICK-OFF/ WRAP-UP**

Host a virtual Pride kick-off meeting with your ERG to walk through the events calendar below and get members excited about Pride! Take a screenshot of your Zoom screen with your ERG members and submit your photos to Out & Equal for a chance to be featured on our social media. When the month is over, host an ERG Pride wrap-up call with your members to reflect your month of Pride focused programming!



# PRIDE IN YOURSELF— ERG TALENT SHOW!

Pride month is all about embracing who you are. What better way to do this than by celebrating one another and your unique talents through an ERG virtual talent show! Encourage members to sign-up and share their talents through online micro-performances. Welcome all talents, big and small, and allow members to be inventive and silly in choosing which talents to bring to the group.



# **WATCH AND READ TOGETHER:** Engage Your Membership in LGBTQ Content

Host a virtual book or movie club with your LGBTQ ERG! Vote on what queer books or movies the club should focus on and gather back at the end of the month to discuss.

---

**[CLICK HERE FOR A LIST OF SUGGESTIONS FROM  
OUT & EQUAL AND OUR GLOBAL PARTNERS.](#)**

---



# HOST PRIDE TRIVIA

Host a virtual pride trivia game with your ERG and test your members knowledge on LGBTQ history, movies, pop culture, and more! Here are a few tips from Out & Equal for hosting a trivia game virtually:

- Utilize your company's video platform, like Zoom, to host a fun night of pride-themed trivia with members.
- Choose one member to facilitate the trivia game and share the questions on their screen. Divide participants into two groups to compete for prizes or simply bragging rights!
- Online tools like [TriviaMaker](#) make it easy to create free and interactive dashboards to utilize for group trivia programming.

# SHOW YOUR PRIDE DAY!

Show your LGBTQ pride! Everyone should wear their favorite work appropriate pride outfit or their company's pride ERG t-shirts and swag. Submit your photos to Out & Equal at [hello@outandequal.org](mailto:hello@outandequal.org) for a chance to be featured on our social media!

---

## CROSS-ERG PROGRAMMING

LGBTQ individuals represent a multiplicity of different identities. Prioritize and elevate the intersectional identities of our community by involving other company ERGs in pride programming.



# GET TO KNOW YOUR GROUP!

Pride month is the perfect time to get deeper with your fellow ERG members. Try these conversation starters during one of your meetings in June in small breakout sessions or in a “speed-dating style”:

- What was your first Pride experience? Do you have a favorite Pride memory?
- What does LGBTQ Pride mean to you?
- What do you find inspirational about Pride month?
- Do you have a favorite LGBTQ character from a movie or book? Who was the first LGBTQ character you remember seeing?
- Do you have a LGBTQ hero or role model in your life? What is something that you have learned from them?
- What messages do you hear about LGBTQ people in your daily life? In your family? Friend group? Workplace?
- What advice would you give a young LGBTQ person now? What advice do you wish someone would have given you growing up?

# JOIN OUT & EQUAL'S ERG LEADER CALL TO PREPARE FOR PRIDE

Join us on **May 21st at 12pm PT/3pm ET** for our Pre-Pride Planning Call for ERG Leaders, Partners, Company Leads. This call is for ERG leaders or other company representatives that will be leading internal company pride initiatives or ERG activities. The purpose of this call is to walk through the suggested activities included in Out & Equal's Pride-Out-Of-The-Box: An ERG Guide to Celebrating Pride Virtually resource and answer any questions on specific activities and logistics.

---

**REGISTER FOR THE PRE-PRIDE  
PLANNING CALL HERE.**

---



# EXTERNAL CALENDAR OF ACTIVITIES:

The following template provides a sample itinerary for ERGs to utilize in planning their virtual Pride engagements. Feel free to adapt the calendar on the next page to make it work for your LGBTQ ERG! We hope you can fit in some of our exciting Pride Month activities!

**Thursday, May 21, 12:00pm PT/3:00pm ET: Pre-Pride Planning  
Call for ERG Leaders, Partners, Company Leads**

# JUNE 2020

WEEK ONE

**1**  
12:00pm PT/3:00pm ET  
**Pride Kick-Off—  
A Virtual Townhall  
with Out & Equal**

**2**  
**Trivia Night**

**3**  
12:00pm PT/3:00pm ET  
**On-Demand Lunch &  
Learn Session**  
partners only  
scheduled in advance

**4**

**5**  
10:00am PT/ 1:00pm ET  
**Movie Watch  
Party**

WEEK TWO

**8**  
**Kick off Pride  
Month Book and  
Movie Club**

**9**

**10**  
12:00pm PT/3:00pm ET  
**On-Demand Lunch &  
Learn Session**  
partners only  
scheduled in advance

**11**  
**Get to Know Your  
Group—Virtual  
Activity with ERG  
membership**

**12**  
**Virtual Happy  
Hour with  
Members**

WEEK THREE

**15**  
11:00pm PT/2:00pm ET  
**Brunch Break with  
Out & Equal**

**16**  
**Virtual  
Diversity Walk**

**17**  
12:00pm PT/3:00pm ET  
**On-Demand Lunch &  
Learn Session**  
partners only  
scheduled in advance

**18**

**19**  
**Pride in  
Yourself!  
Talent Show**

WEEK FOUR

**22**  
**Show Your  
Pride Day!**

**23**

**24**  
12:00pm PT/3:00pm ET  
**On-Demand Lunch &  
Learn Session**  
partners only  
scheduled in advance

**25**

**26**  
**Cross-ERG  
Happy Hour**  
**27**  
**Watch  
World Pride  
together**

WEEK FIVE

**29**  
**Pride Month  
Book and Movie  
Club Discussion**

**30**  
**Pride Month  
Wrap-Up**

