



PRIDE- OUT-OF-THE-BOX


AN ERG GUIDE TO
CELEBRATING PRIDE VIRTUALLY

OUT & EQUAL
WORKPLACE ADVOCATES



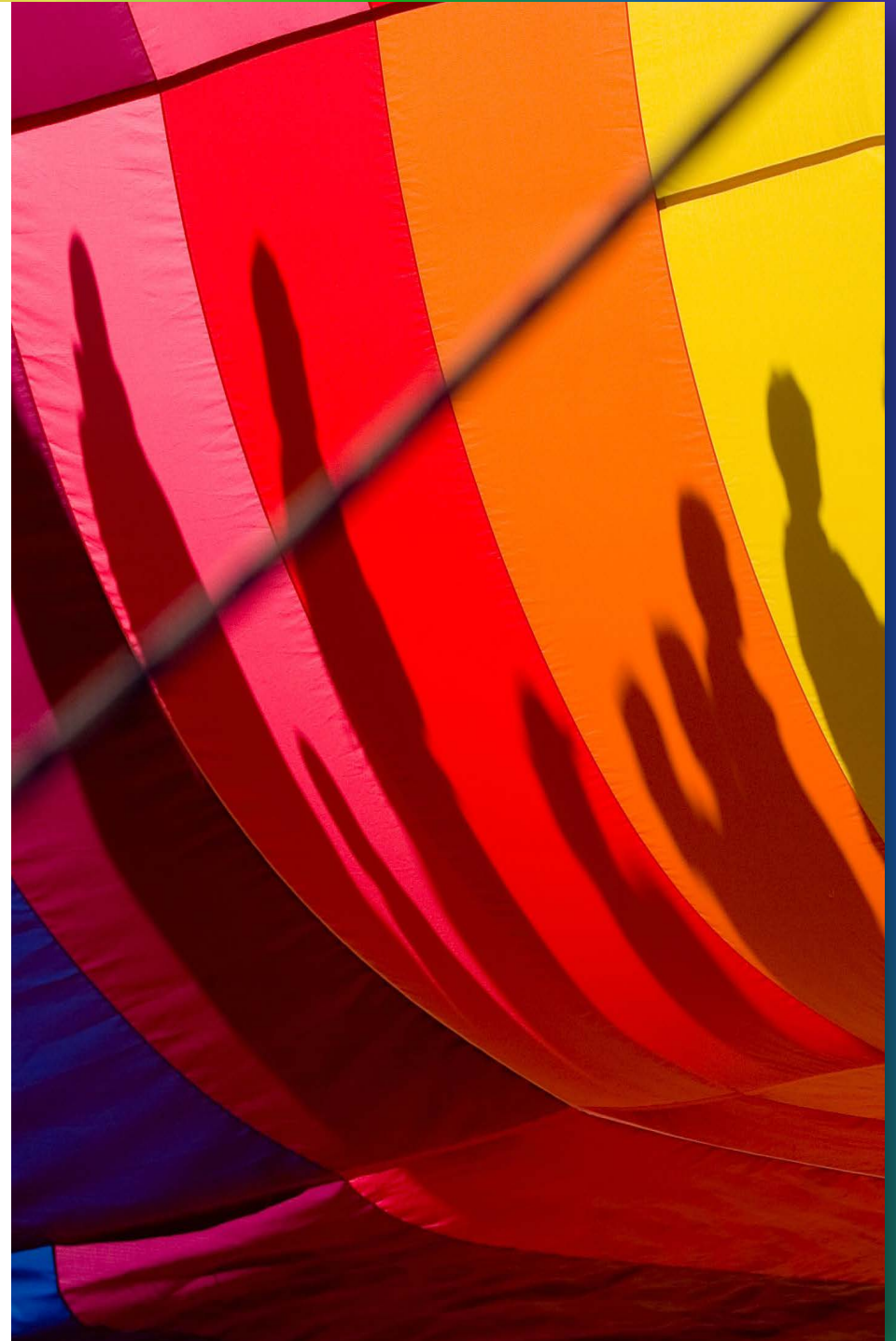
Pride Month itself was born out of struggle. From the countless, fearless LGBTQ advocates who across decades refused to live inauthentically in the face of discrimination, stigma, and violence, to the uprisings at Stonewall and Compton’s Cafeteria, to celebrations of life and hope amidst the AIDS crisis, 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.

Although the possibility of better days and the promise of reuniting with our community is near, many of us will still celebrate Pride virtually this year. As we go into another year of virtual Pride celebrations, ERG leaders, executive champions, and colleagues can remember some of the tenets of Pride:



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.



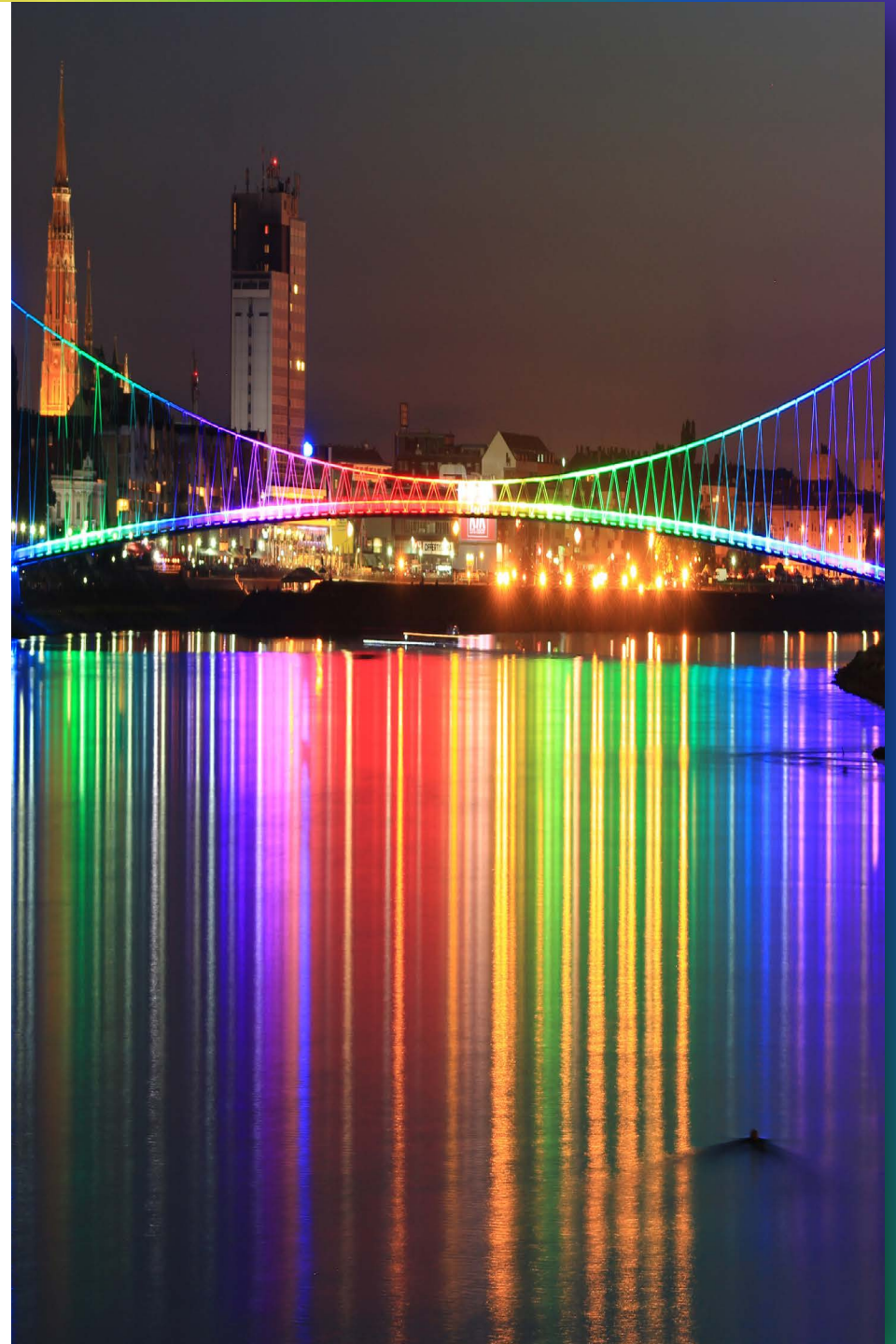
R(ESILIENCE)

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 serve as 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. Pride is 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 underrepresented Bi, Queer, People of Color, Nonbinary 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 another 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.





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 flag's colors are bright and saturated, with the stripes curving downwards and to the right.

OUT & EQUAL PRIDE MONTH TOWN HALL

Join CEO of Out & Equal, Erin Uritus, and other members of the Out & Equal team as we celebrate Pride together on **Thursday, June 24 12pm PT/3pm ET**. Learn more about how far we've come as a community and where we still need to go. Come wearing your favorite Pride swag and prepare to join breakout rooms to network and connect with other attendees!

[REGISTER FOR PRIDE MONTH TOWN HALL HERE.](#)

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 will be virtually visiting workplaces throughout June and can speak on a variety of topics. Contact Out & Equal at hello@outandequal.org to find out more.

EXPRESS YOUR PRIDE

There are a number of ways to express your pride throughout the workday—even for those of us who are working remotely.

Update Your Email Signature:

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

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

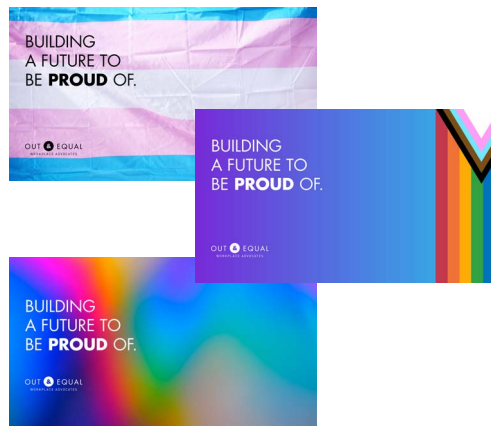
SUSAN LIEU | Human Resources Manager
Inclusivity Matters Inc.
Pronouns: she/her/hers
1234 Smith St., San Francisco, CA 94104

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-for-2021 pride-themed Zoom virtual backgrounds.

[Click here to download.](#)



Update Your Profile Picture:

Demonstrate your pride online by updating 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 kickoff 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 channels. When the month is over, host an ERG Pride wrap-up call with your members to reflect on your month of Pride focused programming! Tag us at **@outandequal** on social media!



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 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.](#)

Are we missing any must-have books or movies? Email us at Hello@outandequal.org



HOST PRIDE TRIVIA

Host a virtual pride trivia game with your ERG and test your members' knowledge of 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. (**You can even get Out & Equal gear here!**) Submit your photos to Out & Equal at hello@outandequal.org or tag us at [@outandequal](https://www.instagram.com/outandequal) on social!

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 engaged with your fellow ERG members. Try these conversation starters during one of your meetings in June in small breakout sessions. You can even do them one-on-one, 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?



PLAN EARLY!

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 this calendar to make it work for your LGBTQ ERG! We hope you can fit in some of our exciting Pride Month activities!

JUNE 2021

WEEK ONE

WEEK TWO

WEEK THREE

WEEK FOUR

WEEK FIVE

1

ERG Pride
Kick Off Celebration!

2

Kick Off
Pride Month
Book & Movie Club

3

Movie Watch Party
Happy Hour

4

7

Trivia Night

8

9

Get to Know Your
Group—Virtual Activity
with ERG membership

9

10

11

Virtual Happy Hour
with Members

11

14

15

Pride in Yourself!
Talent Show

16

17

18

Cross-ERG Pride
Lunch & Learn

21

Show Your
Pride Day!

22

23

24

12:00pm PT/3:00pm ET
Out & Equal Pride
Town Hall

25

28

Pride Month Book
& Movie Club
Discussion

29

30

Pride Month
Wrap-Up

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