

2021 SUMMER OF EQUALITY ACT

HOUSE PARTY TOOLKIT

We have a once-in-a-generation opportunity to pass the Equality Act and HRC needs YOUR help! This summer you can serve as an ambassador for the Equality Act anywhere you go. You can help us spread the word about the Equality Act as you safely begin attending in-person events with your friends and family.

Use this toolkit whether attending a backyard BBQ with friends, hosting a pool party at your apartment, or having brunch with your besties at a local LGBTQ establishment. Wherever you go, be sure you follow local health and safety guidelines included below.

CONTENTS

Planning Your Outreach for the Equality Act

- Thinking about in-person opportunities
- What is the Equality Act

Making Your Equality Act Ask

- Sample "Leave a Voicemail" ask
- Sample "Social Media" ask
- Sample "Pushbacks" if someone is hesitant

Important Safety Considerations

Things to Remember

PLANNING YOUR OUTREACH FOR THE EQUALITY ACT

As in-person events begin to happen in your area and you begin to make plans with friends and family, think about how you can use those opportunities to help spread the word about the Equality Act.

- Are you planning to attend events at a friend's or family member's house for a pool party or movie night?
- Are you planning to host a group of friends for a dinner party or cookout?
- Are you planning a weekend get-away with your close friends to the beach or the mountains?
- Are your kids having a birthday party and the parents will be gathered around talking?
- Do you have reservations for drag brunch on Sunday or are meeting up with your fellow sports fans at a local brewery on Saturday afternoon?

However you plan to reconnect with those closest to you this summer, you have a key opportunity to help spread the word about the urgency to pass the Equality Act in the US Senate.

So what is the Equality Act?

The Equality Act (HR 5.,S. 393) would provide consistent and explicit anti-discrimination protections for LGBTQ people across key areas of life, including employment, housing, credit, education, public spaces and services, federally funded programs, and jury service.

Watch this video to learn more: <https://youtu.be/YBsTPd56mOc>

Visit www.hrc.org/EqualityAct to learn even more and download helpful fact sheets.

Right now the Equality Act has passed the US House of Representatives but is waiting for a vote in the US Senate. NOW is the moment for us to organize a groundswell of support across the country and in key senate districts like yours. That's why we need YOU to be an ambassador for the Equality Act this summer.

MAKING YOUR EQUALITY ACT ASK

When the timing is appropriate, ask your friends and family to pause for a moment and let them know you are helping HRC with our Summer of Equality Act. Here are some examples of how to use these simple events to help pass the Equality Act.

Sample “Leave a Voicemail” ask:

- Can I have everyone's attention for a moment? This won't take long, I promise!
- I'm volunteering to help HRC pass the Equality Act this summer. While Pride month may be over, our work for Equality is far from over. We need all of you more than ever to use YOUR voice to help us pass the Equality Act!
- I'm asking each of you if you can contact our US Senators **right now** and urge them to pass the Equality Act by simply texting 'Equality Act' to 4-7-2-4-7-2.
- With HRC's easy tool, you will be patched right through to your Senator's office where you can urge them to pass the Equality Act now. It takes less than a minute.
- I'm going to pause right now and leave a message and I invite you to go ahead and pick up your phone. I know you all have your phones nearby. Unlock it. Open your text messages. Put 4-7-2-4-7-2 in the 'to' line and send the message “Equality Act”. Then follow the prompts from the system to do the rest.
- I really appreciate your support. Thank you.

Sample “Voicemail”:

- Hello, my name is [_____] and I live at [ADDRESS].
- As your constituent, I am asking you to provide protections from discrimination for LGBTQ people.
- This is important to me because [SHARE YOUR REASON YOU SUPPORT EQUALITY].
- Please support the Equality Act. Thank you.”

Sample “Social Media” ask:

- Can I have everyone's attention for a moment? This won't take long, I promise!
- Pride month may be over but our work for Equality is far from over. We need all of you more than ever to use your voice to help us pass the Equality Act!

- So I know most of you have social media. [Acknowledge your friend in the group who is ALWAYS on their phone, example:].
 - I saw you post a selfie from the pool 15 minutes ago!
 - I know you just took a photo of your plate!
- So I'm asking each of you to use your social media to help us pass the Equality Act.
- Today, I've posted an image [see below] about how people can contact our senators **right now** and urge them to pass the Equality Act by simply texting 'Equality Act' to 4-7-2-4-7-2.
- Also, if you want to join me in also tweeting a message to Senator [_____] and urging them to support the Equality Act.
- Thank you for your time, I really appreciate your support.

Find your Senators social media handles here:

<https://www.hrc.org/resources/tell-your-senators-to-pass-the-equality-act>

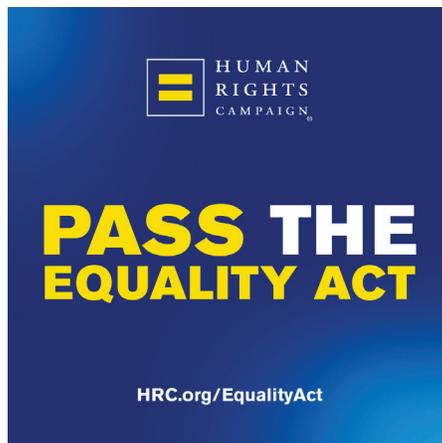
Sample Tweet:

- @[SENATOR HANDLE], I'm your constituent and I want you to vote YES on the Equality Act. #EqualityActNow
- I need the #EqualityActNow. Vote YES on the Equality Act.
- Hear my voice as your constituent. I need you to vote YES on the Equality Act. #EqualityActNow

Sample "Pushbacks" if someone is reluctant to call:

- "WHY NOW?": The vote could happen very soon. We know many Senators will only vote to support LGBTQ people if they hear from enough people like you and me so we're working hard to ensure they get calls every day. **Can you please take a minute now to make the call?**
- "I'LL CALL ON MY OWN": I understand not wanting to do it here. But our opponents are flooding Senators with anti-LGBTQ messages right now so it's critical we leave more messages today. **Can you take a quick moment now so we can have the greatest volume?**
- "I'VE ALREADY CALLED": That's great! Every additional message has even more impact because they see you're following up and holding them accountable on this issue. **So can I count on you to call again right now?**
- "I'M NOT COMFORTABLE CALLING / I DON'T WANT TO CALL." I understand. **Can you take action online at www.hrc.org/EqualityAct?** There you can send a message instead.

Sample Image Shares:





IMPORTANT SAFETY CONSIDERATIONS

As the COVID-19 pandemic continues to impact our communities we have some important safety considerations as you make plans to attend in-person events:

1. HRC encourages all our members and supporters to get a COVID-19 vaccine. Learn more about our Vaccinated and Proud Initiative:
 - <https://www.hrc.org/news/hrc-foundation-introduces-the-vaccinated-proud-initiative>
 - Purchase a Vaccinated and Proud t-shirt: <https://shop.hrc.org/vaccinated-proud-t-shirt.html>
2. Consider events that are lower risk such as outdoor events and consider wearing masks when appropriate.
3. Follow all local mask mandates or business mask requirements when indoors.

Important Note: HRC expects all participants at HRC events to comply with CDC, state and local COVID-related guidelines, rules and requirements.

THINGS TO REMEMBER

- **Remember, HRC is not requiring our volunteers to attend any events but we want to equip you if you are already planning on going to events.**
- If you have any questions, reply to the HRC Staffer who sent you this toolkit or email field@hrc.org
- There are LOTS of fact sheets and videos at www.hrc.org/EqualityAct
- The Equality Act vote could happen at any time so every opportunity you take to spread the word will make a big difference. Don't wait!
- If you don't live in a priority state, you may know friends or family who do live there so share this toolkit with them.
- Check HRC's social media for additional images and tweets you can use:
 - <https://twitter.com/HRC>
 - <https://www.facebook.com/humanrightscampaign>
 - <https://www.instagram.com/humanrightscampaign/>