PRIDE MONTH TOOLKIT

HUMAN RIGHTS CAMPAIGN FOUNDATION

HBCU
Human Rights Campaign

The Human Rights Campaign and the Human Rights Campaign Foundation serve as America's largest civil rights organization working to achieve LGBTQ+ equality. By inspiring and engaging individuals and communities, HRC strives to end discrimination against LGBTQ+ people and realize a world that achieves fundamental fairness and equality for all.

The Human Rights Campaign envisions a world where lesbian, gay, bisexual, transgender, and queer people, plus community members who use different language to describe identity, are ensured equality and embraced as full members of society at home, at work, and in every community.

HRC HBCU Program

HRC Foundation's Historically Black Colleges and Universities Program mobilizes and supports HBCUs in enhancing policies and practices that promote excellence in LGBTQ+ inclusion, equity, and engagement. We focus on promoting individual competencies and collective action, empowering leaders and stakeholders, and building a network of committed leaders in pursuit of eliminating stigma and enriching the college experience for LGBTQ+ students and the entire student body.

Historically Black Colleges and Universities (HBCUs) are recognized within the field of higher education for their ability to provide students with a well-rounded, culturally enriching, and academically rigorous college experience. HBCUs have also been recognized for their rich history of being instrumental in championing controversial issues within American history (Mobley & Johnson, 2015).

The Pride Month Toolkit supports HBCUs in creating a more inclusive and supportive learning environment with an intentional focus on fostering a sense of belonging.
What is Pride Month?

Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ+) Pride Month is an annual celebration to honor the 1969 Stonewall Uprising in Manhattan. The Stonewall Uprising was a tipping point for the Gay Liberation Movement in the United States. Celebrations include pride parades, picnics, parties, workshops, symposia, and concerts. LGBTQ+ Pride Month events attract millions of participants around the world. Memorials are held during this month for members of the community who have been lost to hate crimes or HIV/AIDS. The purpose of the month is to recognize the impact that lesbian, gay, bisexual, and transgender individuals have had on local, national, and global history. Pride events play a key role in raising the profile of the community and commemorating the history of the LGBT social movement; it also serves as an opportunity for the community to come together and recognize the advances and setbacks made in the past year.

LGBTQ+ Rights, Milestones, Fast Facts

HBCU Program Tip: Awareness is not a scare tactic, but a means of eliminating stigma.

When is Pride Month?

Pride Month takes place in June to mark the anniversary of the 1969 Stonewall Riots. The Stonewall Uprising was a turning point for the Gay Liberation Movement in the United States. In the United States, the last Sunday in June was initially celebrated as “Gay Pride Day” but the actual day is flexible.

The Stonewall Riots
Stonewall National Museum and Archives

HBCU Program Tip: Encourage student organizations to cross-program/collaborate with their Student Health Center professionals, Campus Ministries and local organizations providing free testing and/or treatment.

How Can You Show Up for Your Campus Community?

Reimagining inclusion at the core, rather than at the margins requires authentic, action-driven programming. Here are things you can coordinate leading up to Pride Month.

Lesbian, Gay, Bisexual, Transgender, and Queer Pride Month
Pride Month Recourse Kit for Journalists
Celebrating Pride as Resistance
Celebrate Pride in Place
Celebrating Stonewall
Program Ideas

- **Film Screening and Discussion:** The Way He Looks, Weekend, Paris is Burning, The Ballad of Genesis and Lady Jaye
- **Panel Discussion:** Featuring community leaders, student leaders who identify as LGTBQ+, faculty
- **Establish peer educator programs** for student-to-student interaction regarding stigma and discrimination reduction, etc.
- **Host a flag raising ceremony** – raise the Pride flag for the month of June
- **Educational Workshops:** Safe Zone, LGTBQ+ 101
- **Storytelling, Poetry Workshops, Spoken Word centering LGTBQ+ experiences**
- **Professional Development centering LGTBQ+ community**
- **STI/HIV Testing available to on/off campus communities**
- **Speak Out!** – a program allowing your LGTBQ+ campus community to share their lived experiences on campus
- **Start a Safe Zone program:** teachers and administrators display safe zone stickers or posters in their offices to show they are a safe person to talk to about sexual orientation issues

**Questions to keep in mind:**

- Who is leading the programming efforts and whose voice is missing from the table?
- Have you connected with any local LGTBQ+ organizations in your community?
- Who is the target audience and how do you hope to make the event accessible to the LGTBQ+ community?

**HBCU Program Tip:** Inclusion requires authentic action-driven programming that will eliminate the stigma.

**Social Media Post Templates:**

Social Media advocacy is an additional method to broadcast your allyship for your LGTBQ+ campus community. Here is a template you can use when posting:

“This week and hereafter, [Insert College/University name] will be dedicating their time and resources to uplifting our campus community during #PrideMonth. Stay tuned for program events and updates!”

**Email Templates:**

To [Insert Name],

We are excited to celebrate our diverse community of students, staff and faculty here at [Insert College/University name]. From June 1-30th, we will be honoring our LGTBQ+ campus communities, filled with events to educate, uplift and inspire our campus community encouraging stigma elimination, prevention and treatment.

We will kick off Pride Month by [insert event and description], and end with [insert event and description] on [insert date]. We look forward to these events and continuing to celebrate diversity at [Insert College/University name].

**HBCU Program Tip:** Post what you intend to act on, and curate these templates to your campus community!
Inclusive Policy Adoption:

Introducing LGBTQ+ inclusive policies create a clear rationale for institutional responses to harassment and offers direct protection to communities often targeted due to LGBTQ+ stigma and discrimination.

+ **Residence Life/Housing:** In accordance with the non-discrimination policy, on-campus residential housing is available to all students regardless of their sexual orientation and gender identity. To support this new policy, there will be LGBTQ+ education for the inclusion of all students on-campus.

+ **Non-discrimination Policy:** [Insert College/University] does not discriminate on the basis of race, color, religion, age, sex, sexual orientation, gender identity or expression, national or ethnic origin, disability, HIV status or veteran status in employment process, admission or financial aid programs, or educational programs or activities. Those who are found to have discriminated against individuals or communities on these bases will be subject to reparative action.

+ **Athletics:** [Insert College/University] allows students regardless of sexual orientation and gender identity to participate in varsity sports in accordance with the National College Athletics Association (NCAA)’s guidelines. [Insert College/University] allows LGBTQ+ students to participate in club and intramural sports as well as mixed teams regardless of their sexual orientation and gender identity.

+ **Counseling Services:** [Insert College/University] provides competent counseling and psychological services to all students regardless of race, color, religion, age, sex, sexual orientation, gender identity or expression, national or ethnic origin, disability, HIV status or veteran status.

+ **Chapel/Religious Services:** In accordance with University policy, Campus Ministry and Religious services are inclusive to all individuals regardless of race, color, religion, age, sex, sexual orientation, gender identity or expression, national or ethnic origin, disability, HIV status or veteran status. Those who are found to have discriminated against individuals or communities on these bases will be subject to reparative action.

**HBCU Program Tip:** Policy implementation is not the only answer to LGBTQ+ advocacy. Offering educational modules, resources, teach-ins and courses on stigma, prevention and treatment is a great start!
We would love to support and amplify your events. Please share your events with us via email at HBCU@hrc.org.