

LGBTQIA+ **June 2024** **Pride Month Playbook**

Table of Contents

- Introduction
 - What acronym should your city use?
- Understanding the acronym LGBTQIA+
- Key Historical People
- Create your City's Pride Proclamation
- Cities that Collaborate with Eastside Pride PNW 2023 Pride Proclamations
- Choose Your Pride Flag
- Flag Raising Ceremony
- Pride Communication
- Who should get involved in planning your city's Pride?
 - Why/How to involve LGBTQIA+ Youth
- Create a Social Media Presence

Introduction

LGBTQIA+ Pride Month Background:

- [What does LGBTQIA+ Stand for?](#)
- [What is LGBTQIA+ Pride Month?](#)
- [How do other countries celebrate Pride?](#)



What acronym should your city use?

LGBT

LGBTQ

LGBTQ+

LGBTQIA+

Understanding the Acronym

Lesbian The term “lesbian” describes a woman who is physically, emotionally, or romantically attracted to other women.

Gay The term “gay” describes a person who is physically, emotionally, or romantically attracted to people within the same gender.

Bisexual **Bisexuality** is a broad and inclusive term that describes physical attraction, romantic attraction, or sexual behavior that is not limited to one sex.

Transgender The term “transgender” describes a person whose gender identity or expression is different than their sex assigned at birth.

Queer an adjective used by some people whose sexual orientation is not exclusively heterosexual or straight. It’s an umbrella term that includes people who have non-binary or gender-fluid identities.

Intersex a term used to describe a person who is born with differences in their sex traits or reproductive anatomy that don’t fit typical definitions of female or male.

Asexual a term used to describe a person who lacks sexual attraction or desire for other people. It’s different from celibacy, in which people make a choice to abstain from sexual activity.

Aromantic describes person is someone who has little to no **romantic** attraction to others

+ The “+” sign is a symbol that represents members of the community who identify with a sexual orientation or gender identity that isn’t included within the LGBTQIA acronym.

Version 3.0 – Updated March 12, 2024 Contact us at: info@eastsidepridepnw.com or visit our website at www.eastsidepridepnw.org

Key Historical People for June Pride Month

Here are some notable people who paved the way for June Pride Month and played a pivotal role in the LGBTQIA+ Civil Rights Movement. It is important to note that most activists who were responsible for the LGBTQIA+ Civil Rights Movement were people of color.



Marsha P. Johnson, a transgender woman of color, was an activist who started the 1969 Stonewall Riots.



Sylvia River, a transgender woman activist, fought for transgender rights and created an organization helping homeless LGBTQIA+ youth.



Miss Major Griffin-Gracy, a transgender woman, was arrested during the 1969 Stonewall Riots. She later founded a Trans non-profit.

Version 3.0 – Updated March 12, 2024 Contact us at: info@eastsidepridepnw.com or visit our website at www.eastsidepridepnw.org

Create your City's Pride Proclamation

These statements can be as simple or complex as desired.

We encourage you to be brave and bold with your statements.

Proclamations should include BIPOC and Transgender Individuals.

Once your proclamation has been established, it is important to have members of the LGBTQIA+ community accept this proclamation at your city council meeting or in front of the community.

Eastside Pride encourages you to share your cities' Pride Proclamation on your communication channels!

Cities that Collaborate with Eastside Pride PNW

2023 Pride Proclamations

[Bellevue, WA](#)

[Bothell, WA](#)

[Duvall, WA](#)

[Issaquah, WA](#)

[Kenmore, WA](#)

[Kirkland, WA](#)

[Newcastle, WA](#)

[Redmond, WA](#)

[Sammamish, WA](#)

[Woodinville, WA](#)

[Carnation, WA](#)

[Clyde Hill, WA](#)

[North Bend, WA](#)



Pride Cross Walk-
The City of Kirkland
June Pride Month 2023

Choose Your Flag



Intersex Progressive Pride Flag

[Importance](#)

[Purchase](#)



Progressive Pride Flag

[Importance](#)

[Purchase](#)

Version 3.0 – Updated March 12, 2024 Contact us at: info@eastsidepridepnw.com or visit our website at www.eastsidepridepnw.org

Flag Raising Ceremony

A flag raising ceremony is a crucial component in demonstrating support for your city's LGBTQIA+ community. This is an opportunity to publicly display your city's Pride and gather your community together. You should invite local journalists, PR outlets, city officials, government officials, community leaders, organizations, business leaders, and LGBTQIA+ individuals and allies within the community. Flags can be raised at multiple city buildings.

For an example of a successful Eastside Pride Flag Raising Ceremony, see the below video of the City of Bellevue.



City of Bellevue, WA
[Watch Video Here](#)
**Bellevue's Flag Raising
Celebration 2023**

Version 3.0 – Updated March 12, 2024 Contact us at: info@eastsidepridepnw.com or visit our website at www.eastsidepridepnw.org

Pride Communication

External Public Relations

- **Connect with journalists at Local News Outlets**
- **Put Pride information on your City's website**
- **Post on Social Media Platforms (Instagram, Facebook, and Twitter)**
- **Use your email distribution lists to send Pride information specifically to LGBTQIA+ Organizations**

Internal Public Relations

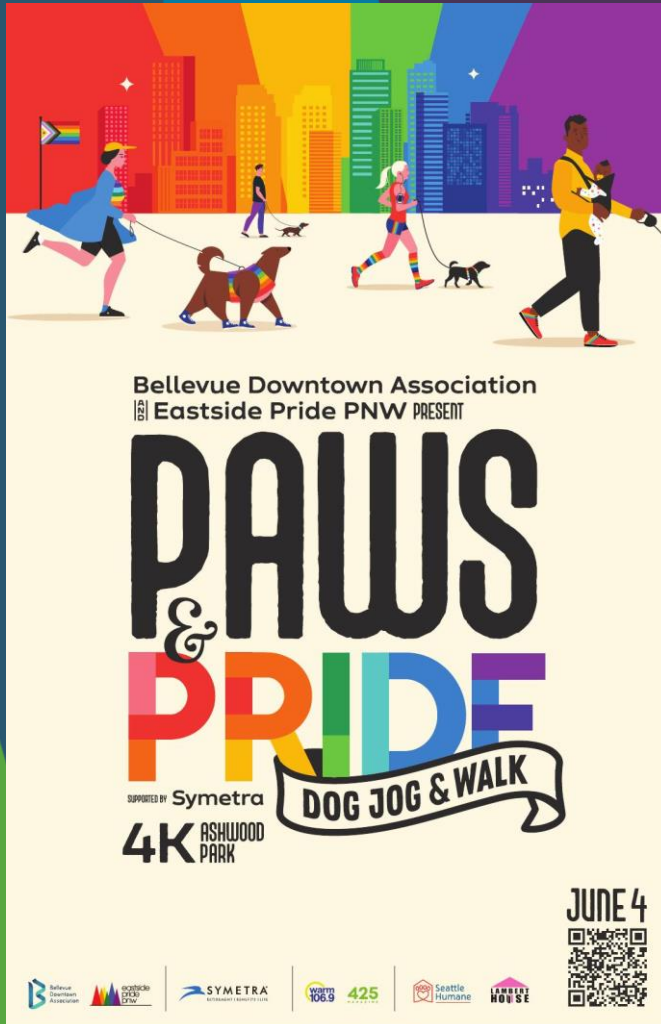
Communicate across:

- **City departments**
- **Boards and Commissions**
- **City Council**

Who should get involved in planning your city's Pride?

- LGBTQIA+ and Ally City Employees
- LGBTQIA+ and Ally Community Leaders
- LGBTQIA+ and Ally Government Officials
- LGBTQIA+ and Ally Organizations
- LGBTQIA+ and Ally Businesses
- LGBTQIA+ and Ally Faith Based Leaders
- LGBTQIA+ and Ally individuals in the community
- Local Chamber of Commerce
- Downtown Association
- Senior Centers
- Educational Institutions

Version 3.0 – Updated March 12, 2024 Contact us at: info@eastsidepridepnw.com or visit our website at www.eastsidepridepnw.org



The City of Bellevue
June Pride Month 2023

Why and How to involve LGBTQIA+ Youth:

How to involve youth: Set up a system for cascading timely news and supportive messages to school leadership, activities, and counseling channels. LGBTQIA+ youth need firm statements of support and affirmation when they feel the world is against them, and they need useful and current information on activities and civic actions too.

Connect to:

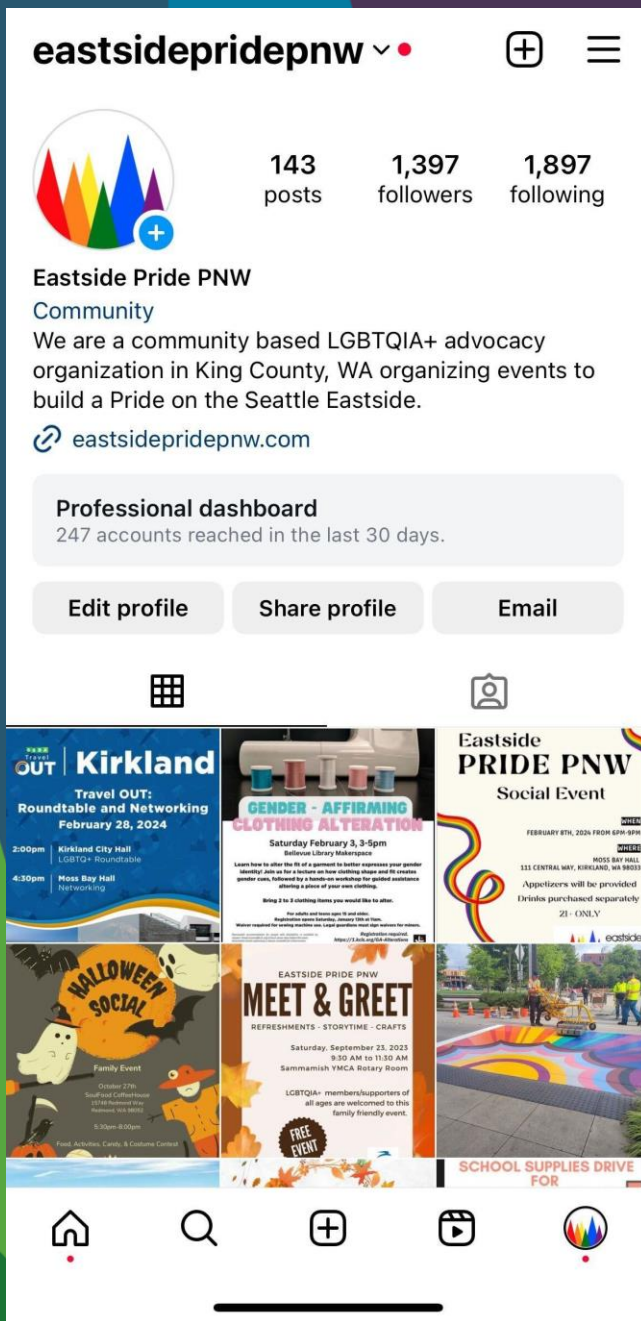
- **DEI staff at local school district**
- **Your city's middle school's and high school's GSA (Gender/Sexuality Alliance) and LGBTQIA+ Clubs**
- **Your city's Youth Advisory Council**
- **Teen Centers**

Create a Social Media Presence

Utilize your social media specialist. Post about your city's LGBTQIA+ Proclamation, upcoming Pride events, or Pride celebrations.

These posts can be done on Instagram, Facebook, and Twitter.

When creating a post apply some of these hashtags: **#LGBTQ+**, **#LGBTQIA+**, **#equality**, **#Pride**, **#PrideMonth**, and **#EastsidePride**. Posts can be simple and informative! Always tag the main account of **eastsidepridepnw** in your Instagram posts so that EP can repost!



Have questions, suggestions, or need more information?
Feel free to reach out to us and we will get back to you.

Website: www.eastsidepridepnw.org

Email: info@eastsidepridepnw.com

Instagram: eastsidepridepnw

Facebook: eastsidepridepnw



“In diversity there is beauty and there is strength.”

-Maya Angelou