



## NEED MORE INFO?

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## SEND YOUR PRIDE PHOTOS

Find us at [Facebook.com/UFCWOUTreach](https://www.facebook.com/UFCWOUTreach)

## VISIT US ONLINE

[www.ufcwoutreach.org](http://www.ufcwoutreach.org)



# The Pride Guide:

*Easy steps for UFCW Locals  
to take part in Pride Parades*







## WHY PRIDE PARADES?

Discrimination against anyone due to their sexual orientation or gender identity has no place in UFCW. Pride parades are an important element of showing solidarity with UFCW LGBTQ members in your local union.

## GETTING STARTED

As with other union events, select a staffer or staffers to oversee preparation. Canvass for support among membership at regular union meetings and events throughout the year. Build event support and anticipation through standard communication outlets and social media.

## MAKE IT YOURS

Find union members willing to record testimonials, videos, or submit quotes expressing their support and recognition of your union involvement at pride events.

## MASTERING THE MESSAGE

In marketing your message, consider using practical terms to explain why your local is taking part in the event (e.g. solidarity, respect, fairness, inclusion, union family).

Minimize messaging that relates to broad LGBTQ political issues and emphasize the principle of the union united for ALL working families.

## MAKE YOUR FLOAT

Ensure your local union logo is prominently featured on your float. A float is critical to showing local union inclusion in a pride parade. Encourage involvement in float design/decoration from your local union staff, members and friends. Floats are instant crowd pleasers and can grab local media attention during a pride parade

## GET SOME SWAG

Branded SWAG can increase your visibility. Consider distributing SWAG before and during the parade. Options can include pamphlets, pens, T-shirts, buttons, stickers, beads, temporary tattoos, headbands, sun glasses and many more.

## CIVIC ENGAGEMENT AND SPONSORSHIP

Use event as opportunities to feature union materials which address the benefits of joining a union and the protections gained through the collective bargaining process.

Participation in parade can build partnership with like-minded community groups. Acknowledge any employers willing to sponsor your float .

