

GLSEN[®]

RISE UP

**Corporate
Partner Guide**

glsen.org/riseup



GLSEN has been the champion of LGBTQ+ issues in K-12 education since 1990. We believe that every student has the right to a safe, supportive, and LGBTQ+-inclusive K-12 education. GLSEN is a national network of advocates, educators, students, and local GLSEN Chapters working to make this right a reality.

RISE UP OVERVIEW

Every student should know they are affirmed, loved, safe, and supported as their authentic selves.

According to GLSEN's most recent National School Climate Survey, 82% of LGBTQ+ youth reported feeling unsafe in school, and things are only getting worse. 76% of LGBTQ+ students experience in-person verbal harassment (e.g., called names or threatened) specifically based on sexual orientation, gender expression, and gender identity at some point in the past year, and more than half of LGBTQ+ students who considered dropping out reported hostile school climate as their reason. Further, new anti-LGBTQ+ bills are introduced every day, dangerous book bans are passed, and access to spaces and resources like inclusive athletics, bathrooms, and even gender-affirming healthcare are restricted. To put it simply: LGBTQ+ students around the country are actively being stripped of the affirming resources and opportunities in which they deserve equal access and representation.

In honor of the over two million LGBTQ+ youth who exist in the United States, **we will rise up this Pride season** and engage affirming communities across the country to show two million displays of public support. Whether it's wearing a button or shirt, putting up a yard sign, taking a pledge of support, or sharing a digital poster, we are creating symbols of hope that can spread the word far and wide to show we are here, and that we will rise up for LGBTQ+ youth.

WAYS TO GET INVOLVED

Leverage your platforms and engage target audiences in driving impact

Share Rise Up graphics and calls-to-action on your social media ([downloadable assets available here](#))

Sample Captions:

- Did you know that 82% of LGBTQ+ youth reported feeling unsafe in school? Every student deserves to feel loved, safe, and supported as their authentic selves, which is why we are rising up with GLSEN to support LGBTQ+ students this Pride. Visit [GLSEN.org/riseup](https://www.glsen.org/riseup) to get involved today. #RiseUp4LGBTQ @GLSEN
- We #RiseUp4LGBTQ because we believe every student should be loved, safe, and supported as their authentic selves. Join us in supporting our partners at @GLSEN and taking the Rise Up pledge today by visiting [glsen.org/riseup](https://www.glsen.org/riseup).
- In honor of the over two million LGBTQ+ youth who exist in the U.S., we are thrilled to support @GLSEN and their Rise Up campaign. You can show your support by sharing this post or visit shop.glsen.org for t-shirts, stickers, and yard signs. #RiseUp4LGBTQ

Follow @GLSEN on social media — we'll be pushing out shareable content that you can repost to your community and inspire engagement!

Empower your employees and/or partner with your Employee Resource Groups (ERGs)

- Send an internal communication to staff sharing why your company is supporting GLSEN's Rise Up efforts this Pride season, or anytime throughout the year. By visiting our [Rise Up webpage](#), your employees can make an impact for LGBTQ+ youth by signing our free pledge and/or purchasing Rise Up SWAG!
- Encourage your employees to reach out to all of their elected officials by sending a physical postcard to their representatives and ask them to take the pledge to protect LGBTQ+ youth. For every postcard sent, \$1 will be donated to GLSEN. Use the following link for GLSEN's official partner, Congress Cards: <https://congress.cards/campaign/GLSEN>

- GLSEN can even rebrand the Congress Cards page if your company or LGBTQ+ Employee Resource Group would like to fund the physical postcards being sent from your employees. To find out more, email your GLSEN staff partner or contact development@glsen.org.
- You might also consider **purchasing Rise Up shirts** for your employees and using a local LGBTQ+ or minority-owned vendor to print your company logo on the sleeve or back. To more deeply engage staff, you could also host an internal photo contest for employees to showcase their custom ‘#RiseUp4LGBTQ Youth’ signs or use the **printable materials found here**.
- Provide staff with an opportunity to change their auto signature to “Join me in Rising Up for LGBTQ+ youth” with a link to GLSEN’s Rise Up webpage. You might also consider suggesting that employees can add their pronouns on their auto signatures, as well as their Zoom (or other video conference platform) name/label. More on the importance of pronouns **here**.
- Empower your ERG to host a panel discussion, and/or a safe space to talk about ways they can see the company amplifying their Diversity, Equity, Inclusion, and Belonging (DEIB) efforts and share about your company’s initiatives throughout the year. This is a great recruitment tool to bring in more allies and capture greater buy-in!
- If your company is participating in community events, such as Pride, GLSEN can provide co-branded digital assets (at no cost) that can be utilized to visibly display your organization’s support for LGBTQ+ youth.
- Share GLSEN’s **“Rise Up” Zoom backgrounds** with your staff to support engagement and visibility of our mission.

Raise crucial funds to support GLSEN’s work

- Create an internal goal for your corporation to match employee fundraising “up to \$XXX.” If your company already has a company matching program, consider offering a two-for-one match this Pride season!
- Work with GLSEN to create a corporate-branded fundraising landing page on glsen.org to allow your staff to donate to support GLSEN’s mission this Pride season, or anytime throughout the year.
- Encourage staff to start a “Peer to Peer Fundraising” page to create awareness of GLSEN and our urgent mission.

HAVE MORE QUESTIONS?

For more information, visit glsen.org/riseup, email your GLSEN staff partner or contact development@glsen.org.

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