



STRONGER  
TOGETHER

OUTRIGHT  
PROUD  2025

A global Pride campaign for  
visibility, solidarity, and action.





# Who We Are

**Outright International is a global human rights organization dedicated to strengthening the LGBTIQ human rights movement, document and amplify human rights violations against lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ) people, and advocate for inclusion and equality.**

Founded in 1990, Outright works with civil society organizations, the United Nations, regional human rights monitoring bodies, governments, humanitarian and development institutions, and philanthropic and corporate partners to create lasting change. With staff in twenty countries, Outright holds consultative status at the United Nations, where it serves as the secretariat of the UN LGBTI Core Group.



# Global Impact:

- Founded in 1990, celebrating 35 years of frontline activism
- 80+ countries reached
- UN consultative status
- Strategic partnerships with civil society, governments, UN agencies & the private sector





# Our Vision & Mission

## Our Vision:

A world where LGBTIQ people live free from violence, discrimination, and persecution—with dignity, opportunity, and equality.

## Our Mission:

To work with partners around the world to build inclusive societies through advocacy, research, grantmaking, and direct support to LGBTIQ movements.

**Outright connects the local to the global, amplifying grassroots voices while influencing international power structures.**



# What We Do: Our Core Strategies

## Research & Advocacy

We **document and expose human rights violations** against LGBTIQ communities worldwide, producing **influential reports and evidence-driven advocacy** at global platforms like the UN and the World Bank, directly shaping policy change and international commitments.

## Resourcing Movements

We invest in grassroots leaders through **strategic, rapid-response, and multi-year grants**, ensuring frontline activists can **withstand crises, advance human rights locally, and sustain their vital work** over time.

## Global Visibility & Storytelling

We **amplify powerful stories from activists** around the world, placing their voices and experiences prominently in global media, influencing public opinion, **challenging harmful narratives**, and ensuring LGBTIQ realities and achievements are **recognized and respected worldwide**.



**Our work spans 80+ countries, covering urgent crisis response, legal reform, equitable health access, economic empowerment, and beyond—always led by local needs, global advocacy, and strategic partnership.**





# Introducing...



**Outright Proud** is our annual global Pride campaign—an platform that channels the power of Pride into solidarity, advocacy, and support for LGBTIQ rights globally.

Each year, we activate individuals, communities, and companies around a unifying theme to raise awareness and resources for urgent global needs.



# Why Pride 2025 Is Different

**This year, Pride isn't business as usual. Globally, we're facing a dangerous rollback of LGBTIQ rights:**

- Governments are scaling back support, fewer diplomatic statements and embassies are going silent.
- A global withdrawal in DEI commitments and support under political and economic pressures.
- Anti-LGBTIQ laws, violence, and disinformation are rising across continents.
- Grassroots groups are filling the gap but face increased risk and limited resources.
- A throwback to Pride's activist roots, led by voices demanding change.

**It's urgent. It's personal. It's now.**

# Campaign Theme: **Stronger Together**

**Stronger Together** is our rallying cry for Pride 2025.

It reminds us that unity across borders, sectors, and identities is our most powerful defense against division, hate, and silence. This theme honors 35 years of Outright's legacy while recognizing the urgent challenges facing LGBTIQ communities today.

Together, we reclaim Pride's activist roots and say loudly:

**"We will not be erased.  
We will not retreat. We are united."**



# Outright Proud 2025 Objectives

## **Elevate Visibility**

of global LGBTIQ struggles and resilience during Pride.

## **Engage Communities**

and corporate allies in advocacy and support.

## **Fundraise for Impact:**

Generate donations that help power Outright's core programs.

## **Inspire Solidarity**

across sectors, encouraging creative participation and amplification.

**Join us in creating a global wave of solidarity under the #StrongerTogether banner!**

# Ways to Participate

## Donate:

Make a gift to Outright to support emergency response, advocacy, and movement building.

## Fundraise:

Start your own Outright Proud fundraising page or team to rally your network.

## Join March for All:

Sign up to participate in our global virtual Pride march and show your solidarity from anywhere.

## Attend or Organize:

Join Pride marches or create local events.

## Share Your Story:

Use #OutrightProud and #StrongerTogether to amplify your pride, resistance, and global connection.

## Stay Involved:

Subscribe to our newsletter or explore volunteer opportunities.





# Key Messaging Pillars

Use these messages consistently to inspire, educate, and mobilize:



**Pride 2025:  
A Global Protest,  
Not Just a Parade.**



**Calling Out Backlash.  
Solidarity Without  
Borders**



**35 Years Strong –  
and Not Stopping  
Now.**

These phrases underscore our resolve: we're reclaiming Pride to demand action, accountability, and global solidarity.

# Slogan Bank

(for social media, signs, merch)

Use these messages consistently to inspire, educate, and mobilize:

- **Outright International | 35 Years Stronger Together**
- **Rights Rolled Back? We Fight Back!**
- **Solidarity Across Borders**
- **From Outrage to Outright**
- **Global Pride, Global Fight**
- **No Pride in Silence**
- **We Will Not Be Erased**

Pair these with #StrongerTogether and #OutrightProud hashtags to boost visibility.



# Sample Social Media Posts



Download pre-made images, stickers, and gifs from [[OutrightInternational.org/PrideAssets](https://OutrightInternational.org/PrideAssets)]

**Announcement:** "This Pride, we're not backing down. Outright International's #StrongerTogether campaign is about unity, resistance, and global solidarity. Join us."

**Fundraising CTA:** "Pride is under attack. Help fund emergency grants, advocacy, and visibility by donating to @OutrightIntl. #OutrightProud"

**Employee Message:** "Our company is proud to partner with Outright International for Pride 2025. Together, we stand #StrongerTogether for global equality."

## Other Examples:

*"We are Outright Proud! We march because others can't. #StrongerTogether @OutrightIntl"*

*"They retreat. We resist. Join me in raising \$500 for LGBTIQ rights worldwide. [Link] #OutrightProud"*

*"From Manila to Manhattan, we're marching for freedom. Let's rise, #StrongerTogether!"*

# Peer-to-Peer Fundraising Toolkit

**We've made it easy to fundraise!**

## **Our toolkit includes:**

- A downloadable fundraising toolkit
- Canva templates and images
- Suggested messages and email templates
- Tips for hosting and amplifying
- Engaging social media graphics and copy.
- Instructions for setting up easy, secure online fundraising pages via Tiltify.



**Start a peer-to-peer fundraiser in honor of Outright's 35th anniversary!**



**Fundraise online using [Tiltify]**



**Host an in-person event**  
(karaoke, trivia night, bake sale, etc.)



**Launch a gaming stream fundraiser**

*[CTA Button: Start a Fundraiser] Link to campaign hub or QR code to access materials.*



# Fundraising Ideas

- Community Pride Walk / Spin Class
- Drag Bingo / Open Mic Night
- Matching Gift Challenge
- House Party for Human Rights
- Lunch & Learn at your workplace

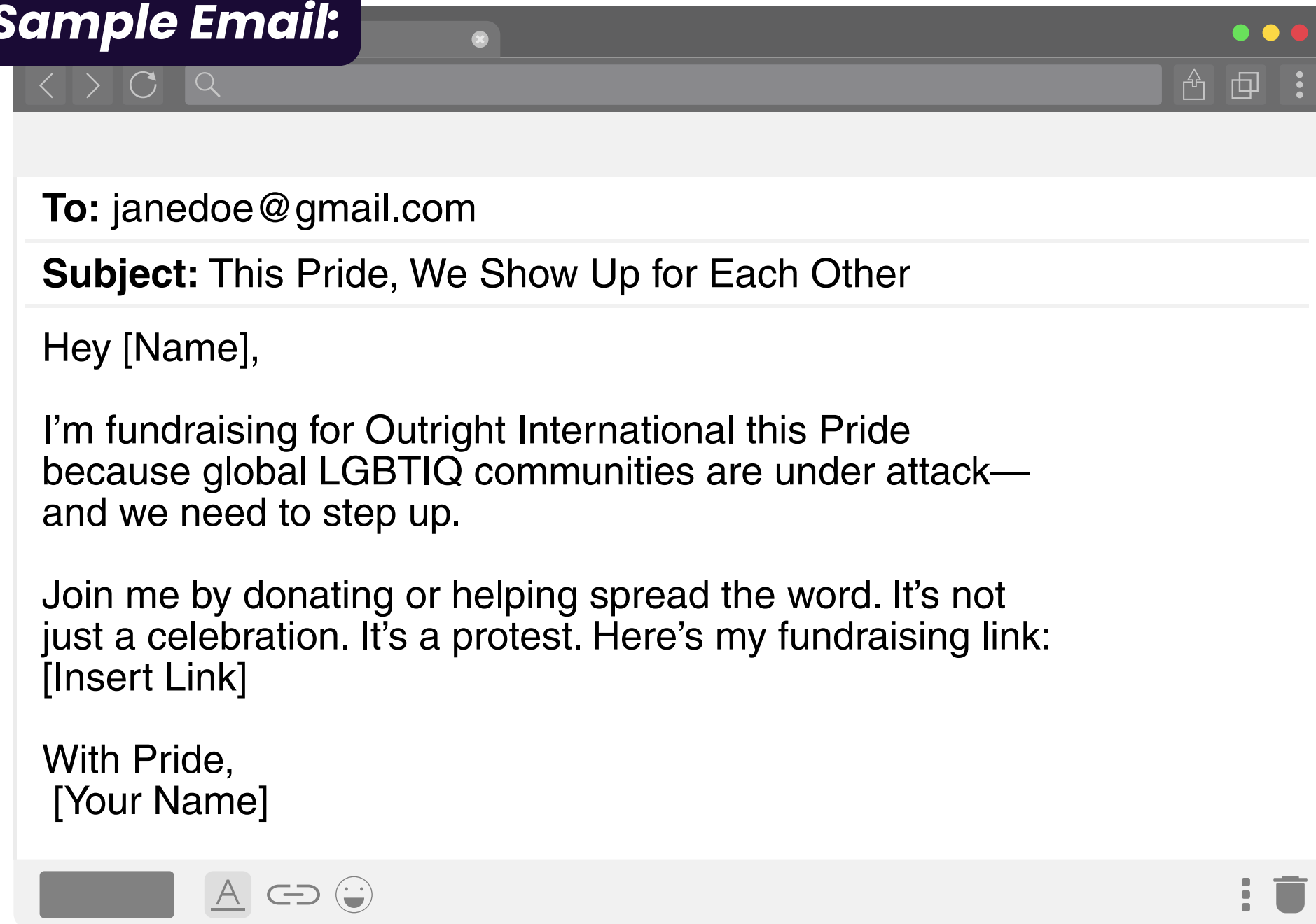
## Download an Outright Fundraiser Kit with:

- Printable flyers & signs
- QR codes to donate
- Pride fact sheets & stickers



# Email, DM & Text Templates

## Sample Email:



The screenshot shows a web browser window with a dark title bar and address bar. The email content is as follows:

**To:** janedoe@gmail.com

**Subject:** This Pride, We Show Up for Each Other

Hey [Name],

I'm fundraising for Outright International this Pride because global LGBTIQ communities are under attack—and we need to step up.

Join me by donating or helping spread the word. It's not just a celebration. It's a protest. Here's my fundraising link: [Insert Link]

With Pride,  
[Your Name]

The bottom of the browser window shows a toolbar with icons for text formatting, linking, and emojis, along with a trash icon.

## Sample Text:

Hey! I'm raising money for global LGBTIQ human rights this Pride. Want to chip in? [Link] 🏳️‍🌈

## Sample DM (Instagram):

This year, Pride = protest. I'm supporting @OutrightIntl—wanna help me raise \$300 to fuel the fight? Link in bio!



# Join the March for All. Wherever You Are.

We're partnering with **Johannes Leonardo**, **Capital Pride**, and **Global Citizen** to launch *March for All*— a global Pride campaign rooted in a powerful truth: **Everyone deserves the right to march. But not everyone can.**

While vibrant Pride celebrations light up cities like New York, São Paulo, and Berlin, millions of LGBTIQ people around the world remain silenced—unable to protest, march, or even be visible due to criminalization, violence, or family rejection.

- At least **67 countries** still criminalize same-sex relationships.
- In **8 of those**, being LGBTIQ is punishable by **death**.
- Even in places where our rights are legal, they're under attack.

# March For All

Joanna  
BILA Noor

Celebrate Pride  
by Marching for  
those who can't.



## March For Me

Even if you are unable to march at Pride, you can still have a presence. Lend your name to amplify visibility for the cause at this year's Global Pride in Washington D.C.

Sign Up

## March For Someone

This pride, you can help fight for LGBTQIA+ individuals' human rights worldwide by signing up to march for those who can't at Global Pride in Washington D.C.

Sign Up



***March for All*** is our global protest and solidarity moment.

**It's an invitation for you—whether you're marching in Washington D.C. for WorldPride, walking in your neighborhood, or showing Pride on social media—to march for someone who can't.**

**Download** Pride signs, slogans & selfie frames  
**Sign up to march for someone:** [Link to MFA form]



# Share Your Story

## Guide for sharing:

- Record a short video or post
- Share why you are Outright Proud
- Use #StrongerTogether and tag @OutrightIntl
- Highlight solidarity with LGBTIQ people worldwide



# Corporate Engagement

**Your company's leadership sends a powerful message of solidarity in the face of backlash.**

- Demonstrate values-based leadership in a challenging moment
- Offer meaningful engagement to employees and customers
- Align with an internationally respected human rights leader
- Reinforce inclusion and global citizenship goals with real-world impact



# Companies can profoundly impact this fight.

## Here's how:

### **Match Employee Donations:**

Double your team's impact.

### **Internal Pride Fundraisers:**

Create internal campaigns, challenges, or events.

### **Sponsor Events & Initiatives:**

Increase visibility and demonstrate authentic allyship.

### **Amplify Our Message:**

Share Outright's content and calls to action on company channels.



# Stay Connected & Take Action Year-Round

- Subscribe to Outright emails
- Attend future events and webinars
- Become a recurring donor
- Explore long-term sponsorship and workplace giving





# Impact of Your Support

**\$50**

Documents a human rights violation, helping hold governments accountable.

**\$250**

Supports rapid response training for activists in high-risk areas.

**\$500**

Funds advocacy efforts at the United Nations.

**\$1,000+**

Provides emergency aid, relocation support, and legal defense for at-risk individuals.



# Resources & Assets

Access everything you need:  
logos, templates, and  
messaging guides in our  
**Toolkit Resource Folder:**

**Outright Proud**





# FAQ – Outright Proud 2025

## Q: Who can participate in the Outright Proud campaign?

Anyone, anywhere! Whether you're an individual, student group, nonprofit, or multinational company, you're invited to take part. Our campaign is global and inclusive — all you need is a commitment to LGBTIQ equality and a willingness to act.

## How do I start a fundraiser for Outright?

You can launch a digital fundraiser on [Tiltify], or host an in-person event like a brunch, trivia night, or drag show. We provide toolkits with email templates, graphics, flyers, and even sample scripts to make it easy and fun.

Visit ***[outrightinternational.org/pride](https://outrightinternational.org/pride)***



# FAQ – Outright Proud 2025

## Q: What does the money go toward?

Every dollar raised supports Outright's core programs: emergency grants, advocacy, UN policy work, frontline partner support, and LGBTIQ visibility campaigns.

### **Examples:**

- \$50 helps document a human rights violation
- \$250 supports activist training
- \$1,000 provides emergency relocation or legal defense

## Q: Can my company get involved?

Absolutely! Outright Proud offers multiple ways for companies to support — including internal fundraising, donation matching, Pride event sponsorship, and employee engagement campaigns. We also provide custom toolkits for corporate teams and offer speaker engagements.

**There are many ways to give!**

# FAQ – Outright Proud 2025

## **Q: I'm not sure I have time to organize an event. Can I still help?**

Yes! Even sharing a social media post with the hashtag #StrongerTogether makes an impact. You can also donate, subscribe to our newsletter, share our materials, or simply talk to your friends and coworkers about what Pride really means in 2025.

## **Q: Is Outright Proud only during Pride Month?**

While the campaign peaks in June, you can engage year-round. We encourage people to organize events, fundraisers, and awareness efforts throughout the year — especially around other key dates like Human Rights Day, IDAHOBIT, and Outright's milestones.



# Still have questions?

**Reach out to us at [comms@outrightinternational.org](mailto:comms@outrightinternational.org)**

*We'd love to support your Pride plans or help brainstorm your next action.*



# Final Call to Action

Pride is more than a moment.  
It's a movement. **And movement is a verb.**

Unite with us this year. Speak out, show up,  
and support our global work.

**We are Stronger Together.**  
[Link or QR Code to campaign site]

**Contact:** [comms@outrightinternational.org](mailto:comms@outrightinternational.org).

[Donate](#) | [Start Fundraising](#) | [Learn More](#)





# OUTRIGHT PROUD

