



# PRIDE GUIDELINES FOR ACTIVISTS

## FIRST... HOW TO TAKE PART

1. Find out the location, date, time, scale and style of your local Pride. Contact the organisers to tell them you'd like to take part. Local Prides are often run by small groups so may not be able to respond quickly. If possible, appoint a single point of contact for the organisers to deal with directly.
2. Decide on your involvement – march, festival stall, speaker. For advice and to discuss your plans, email [lgbtinetwork@amnesty.org.uk](mailto:lgbtinetwork@amnesty.org.uk), tweet [@amnestyuk\\_LGBTI](https://twitter.com/amnestyuk_LGBTI) or Facebook [/AIUKLGBT](https://www.facebook.com/AIUKLGBT). Share your successes, photos and messages here too.
3. Think about the resources you have, largely in terms of people and materials. Are you part of a local Amnesty group? Could other Amnesty groups and supportive LGBTI activists in the area help? Ask the Supporter Care Team at AIUK, 020 7033 1675, [sct@amnesty.org.uk](mailto:sct@amnesty.org.uk) Local groups will be informed of Amnesty Pride materials in the May monthly mailings.
4. Check if face-to-face Amnesty fundraisers will be at the festival and, if so, how you can work together. Contact the Supporter Care Team (see above).
5. Sit down with group members and assess ideas, interest and numbers of volunteers available on the day.
6. Decide on how you want to participate. Confirm with organisers, pay any required fee and ask what is provided, eg stalls, marshalls' uniforms, volunteer passes.
7. Promote your involvement on Facebook, Twitter and other social media, using the Pride hashtag. Create a Facebook page and link it to the official Pride and Amnesty websites. Post topics including activities, photos, special guests, LGBTI materials and news. Encourage communication – are people coming? Who or what are they looking forward to? Send regular tweets, and follow the Pride twitter account.

## IF YOU'RE JOINING THE MARCH...

### Confirm

- the meeting point/route;
- whether marchers can play music, dance, hand out flyers;
- what you'll be wearing (eg, Amnesty T-shirts, themed fancy dress);
- number of placards – contact Amnesty if you need more.

Stay in contact with the Pride organisers; attend Pride meetings in case plans change.

### Volunteers

- Publicise your event to group members and other interested groups at least two months before to ask volunteers to come forward.
- It may be a good idea to nominate a Volunteer Organiser to collect their names and contact details.
- Give clear instructions about their role and the day, and include guidance from Pride organisers about safety and what to bring.

### Materials

Check that you have flyers, stationery and materials for people to give out (if allowed). Bring relevant banners/placards along. Order general materials - balloons, stickers, placards - from MDA. For branded T-shirts and current campaign-specific materials email [pride@amnesty.org.uk](mailto:pride@amnesty.org.uk). Please return placards and banners if necessary.

### You may also need:

- Poles to mount placards to
- Suncream/first aid kit
- A rubbish bag
- Camera – to tweet pictures of your group, using the Pride hashtag

Are you considering having a float or another Amnesty vehicle? Amnesty UK will not generally be able to assist you with this, but do let us know. Think how it could be decorated to promote Amnesty's campaign work.

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## IF YOU'RE HOLDING A FESTIVAL STALL...

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### Questions to ask Pride organisers

- What time does the festival run to and from, what time can stalls be set up/taken down?
- Where will the Amnesty stall be/how big/inside or out/ will table and chairs and rain cover be provided?
- Is the stall inside the festival area where people pay to enter? If so, do volunteers receive free passes?
- Will it be easy to deliver materials to the stall (vehicle access)?
- Can you collect money on your stall?
- Is power and an internet connection available? If not, a tablet with 3G will work.

Stay in contact with the Pride organisers and attend Pride meetings in case plans change. If you get a choice of stalls, pick an area with good footfall, and not too close to the toilets, fast-food places or noisy sound stages and tents.

### Volunteers

- Publicise your event to group members and other interested groups early to ask volunteers to come forward. Remember many groups operate on a monthly basis so send your 'call out' at least two months before the festival.
- It may be a good idea to nominate a Volunteer Organiser to collect names and contact details.
- Draw up a rota for staffing (typically a moderate stall requires two to three people at one time, and all but the most dedicated activists want a break after two hours).
- Schedule in time to put up and take down the stall.
- A week before, send out the rota and ask volunteers to confirm their attendance.

On the day, give volunteers a copy of the rota, directions to the stall, and clear instructions about their role and the day; any branded T-shirts and passes they need; and, if relevant, information on paying for festival admission.

### Materials

Ensure you have flyers, stationery and materials for people to give out, and banners/placards to decorate your stall.

Take plenty of membership forms for people to join Amnesty (for local groups and for AIUK) – plus other general information on Amnesty and its work. As with any stall, try to anticipate questions people may ask on topical or LGBTI issues, and seek to have the information ready to answer them. Brief all stall volunteers on campaigns, and check they are able to help potential new members fill in the joining form.

It is important that stall volunteers pro-actively encourage people to place their signatures on the actions and where possible to join Amnesty and/or the LGBTI network.

To order general materials - balloons, stickers, placards - contact MDA. For branded T-shirts, collecting tins and current campaign-specific materials email [pride@amnesty.org.uk](mailto:pride@amnesty.org.uk).

### You may also need:

- Sellotape, gaffer tape, scissors, pens, marker pens, paper
- Plastic sacks for rubbish and recycling
- Camera – to tweet pictures of your group, using the Pride hashtag

### Increasing stall traffic

If your stall isn't in an area with good footfall and you can spare a volunteer or two, ask them to stand in a position where they can direct passing festival goers to the stall. Or send out volunteers with stickers to tell people where your stall is. If there are Amnesty face-to-face fundraisers in the crowd, take care as we don't want to overdo the Amnesty brand.

For Twitter users, tweet real-time campaign slogans and photos using the Pride hashtag. This can encourage more people to visit the stall. Always ask permission before tweeting pictures of the public at your stall. Take particular care when photographing people under 18; get permission from a parent.

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## IF YOU'RE PROVIDING A SPEAKER...

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Think about the length and timing of a speaking slot. Most speeches at a Pride festival tend to last between two and three minutes, 10 minutes at the most. It could be a generic speech about Amnesty's work on LGBTI issues or on a particular issue or country. Another option is to hold a debate or panel discussion at an event associated with Pride (not on the main day). We can provide Amnesty speakers.

If you are asked to take part in a film festival or other cultural event, please contact the LGBTI network as early as possible.

## AT THE END OF PRIDE...

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- Thank everyone involved. Let us know if you think anyone needs a special thank you.
- Ask volunteers for feedback on the day. Could anything have been done better? This will be helpful to the success of future Prides.
- Ensure all completed joining forms and action postcards are returned.
- Give any donations to the treasurer of your local group(s).
- Return all equipment.
- Send photos to the LGBTI network, with necessary permissions from the public, or tweet them to **@amnestyuk\_LGBTI** or post them on our Facebook page **/AIUKLGBT**.
- Provide the LGBTI network with feedback on the event.
- Thank the Pride organisers, offer any constructive feedback you may have and ask to be kept on the mailing list for next year.

## CONTACT DETAILS

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### Supporter Care Team

sct@amnesty.org.uk  
020 7033 1675

### LGBTI network

lgbtinetwork@amnesty.org.uk  
 @amnestyuk\_LGBTI  
 /AIUKLGBT

### MDA

01788 545553