



HUMAN
RIGHTS
CAMPAIGN®

The Human Rights Campaign in MARYLAND



The Human Rights Campaign has made a significant commitment of resources to passing a marriage equality bill in Maryland. Since helping to organize *Marylanders for Marriage Equality* – the broad-based coalition launched last July, HRC has been on the forefront of championing Governor O'Malley's Civil Marriage Protection Act alongside key legislators, including Sen. Richard Madaleno and Delegates Luke Clippinger and Maggie McIntosh.



The Coalition

- HRC helped create the Marylanders for Marriage Equality coalition that includes primary partners 1199 SEIU, Progressive Maryland, Equality Maryland, and the ACLU of Maryland. Additional coalition partners, including the NAACP-Baltimore, can be found [here](#).
- We provided senior staff to the coalition, including the campaign manager (Sultan Shakir), field director (Travis Tazelaar), communications director (Kevin Nix), faith outreach director (MacArthur Flournoy) and coalition director (David Turley).
- HRC hired the lobbying firms of Alexander & Cleaver and Harris Jones & Malone and commissioned public opinion polls by Hart Research on attitudes toward marriage equality in Maryland.

Field Operation

HRC spearheaded the grassroots effort, which generated the following constituent communications (all numbers approximate):

- 15,000 post cards filled out by constituents and delivered to legislators
- 8,000 emails to legislators, plus another 800 thanking Governor O'Malley
- 130 phone banks statewide
- 16,000 phone calls into legislator offices



Communications

HRC kept a continuous drumbeat going in the press as to why lawmakers should pass the bill. We paid particular attention to cultivating the most effective spokespeople living in key parts of the state.

- On behalf of the coalition, HRC produced 15 web ads featuring prominent voices and everyday Marylanders who spoke about commitment and family. Governor O'Malley kicked off the video series, followed by the Baltimore Mayor, 1199 SEIU's Ezekiel Jackson, actor Mo'Nique, supportive clergy, civil rights legends Rev. Al Sharpton and NAACP Chairman Emeritus Julian Bond, and impacted couples who live in Baltimore and Prince George's County.
- HRC helped execute three notable press conferences: the coalition's launch, the Governor's bill introduction, and a clergy call.

Faith Work

Along with Maryland Faith for Equality, HRC worked to engage clergy in the conversation of marriage equality and worked to get their support of the bill. Activities included:

- Played an instrumental role in securing support of Rev. Dr. Delman Coates and Rev. Guy Molock, as well as other prominent faith leaders in the state.
- Organized nearly 100 clergy for a prayer breakfast and press conference.
- Mobilizing more than 75 congregations and religious bodies.
- Organizing a prayer breakfast and Lobby Day in Annapolis.
- Collecting over 110 hand-written letters and 750 post cards from people of faith.



**“We all
want the
same things for
our children – the
opportunity to live
in loving, caring,
committed, and
stable homes
protected equally
under the law.”**

- Gov. Martin O'Malley

**15,000
POSTCARD
SIGNATURES**

**16,000
PHONE CALLS
TO LEGISLATOR
OFFICES**

**18,000
EMAILS TO
LEGISLATORS**

