



HUMAN
RIGHTS
CAMPAIGN®

MARRIAGE AT THE U.S. SUPREME COURT:

A Transformative Moment for Equality

In the weeks before two landmark marriage equality cases reached the United States Supreme Court, the Human Rights Campaign—in partnership with dozens of other pro-equality organizations—launched groundbreaking coalition efforts to lift up the nationwide conversation around marriage.

The results exceeded our highest hopes. Hundreds of prominent American companies, 130 leading Republicans, and President Barack Obama each filed historic amicus briefs to the Court in support of equal marriage. Five U.S. Senators announced their support for marriage equality in a 72-hour period. Thousands gathered outside the U.S. Supreme Court in support of equal justice under the law. And a simple red HRC logo took over Facebook, quadrupled traffic to HRC.org, and came to symbolize a transformative moment for equality.

HERE'S WHAT WE DID AND HOW WE DID IT.



PRIORITY: LAUNCH UNPRECEDENTED COALITIONS WITH OUR PEER ORGANIZATIONS AND LEGAL ADVOCATES

After the Supreme Court announced it would hear the two cases in December 2012, HRC took immediate steps to engage with our peer organizations to drive a historic national conversation around marriage to new heights.

- HRC co-chaired the **Respect for Marriage Coalition (RMC)** with Freedom to Marry.
 - Bringing together dozens of pro-equality organizations and the legal groups leading the two cases, the RMC presented a united front as marriage equality reached the high court.



– The Respect for Marriage Coalition:

- launched three national television ads and a print advertising campaign — creating more than 74 million impressions;
- placed prominent op-eds by everyday Americans burdened by discriminatory laws like Proposition 8 and the Defense of Marriage Act;
- coordinated with legal teams to secure mainstream media coverage of the filing of historic pro-equality amicus briefs by major corporations, prominent Republicans, and the White House.



– HRC headquarters served as the war room and coordinating hub.



UnitedforMarriage

Light the Way to Justice

- HRC helped establish the **United for Marriage (UFM)** coalition to plan and execute visibility events outside the Court on the two days of oral argument and in all 50 states across the country.
 - UFM was led by HRC, the National Gay and Lesbian Task Force, GetEqual and the Family Equality Council, and HRC helped recruit an additional 170 diverse organizations representing community and civil rights sectors — including labor, religious, Asian and Pacific Islander, Latino, African-American, LGBT, and women's groups.
 - HRC dedicated 10 full-time staff to the effort and, on the two days of arguments, they were joined by 41 HRC staff to support the events.
 - HRC trained and deployed more than 100 volunteer “marriage marshals,” trained in conflict de-escalation techniques to help guarantee peaceful and welcoming events.
 - Representing the deep and diverse bipartisan support for marriage equality, the crowd outside the Court totaled nearly **6,000** people over two days.
 - The events were carried live on C-SPAN, cut to throughout the day by national television news, and the coalition's hashtag — #UnitedforMarriage — trended nationally on Twitter.

#UNITEDFORMARRIAGE TRENDED NATIONALLY ON TWITTER

2 DAYS

170

ORGANIZATIONS

100+

VOLUNTEERS

50

SPEAKERS





PRIORITY: CREATE A NATIONAL DRUMBEAT FOR EQUALITY

- In the week before the Supreme Court heard the two cases, HRC released a video from former Secretary of State Hillary Clinton announcing her support for marriage equality.
 - The video has attracted well over 300,000 views on HRC's YouTube channel, and was seen by 24 million on national and local news.
 - The video drove national news for the day, appearing nationwide on NBC, CBS, ABC, CNN, MSNBC, and Fox News and was covered on local broadcasts in 44 states.**

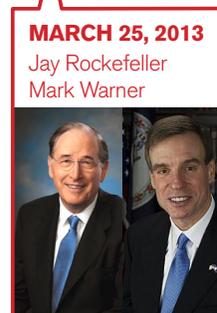
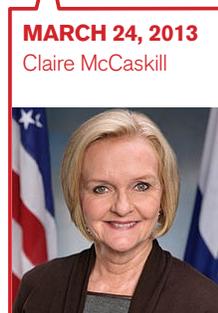
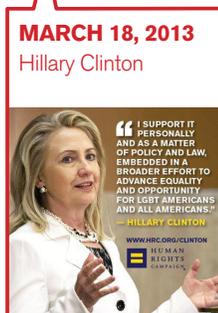
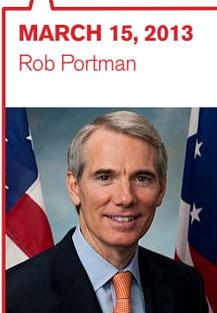


24,000,000 VIEWS

6 NETWORKS

44 STATES

- The days before the hearings provided many political leaders and organizations an opportunity to announce their support for marriage equality.
 - After Republican Senator Rob Portman of Ohio kicked off the wave on March 15th, HRC launched national and Ohio-based campaigns urging our members and supporters to thank him for his courage and bipartisanship.
 - And when **five Democratic Senators publicly embraced marriage equality over the course of a 72-hour period**, HRC captured the excitement of the moment with shareable images on Facebook and blog posts that created millions of impressions.



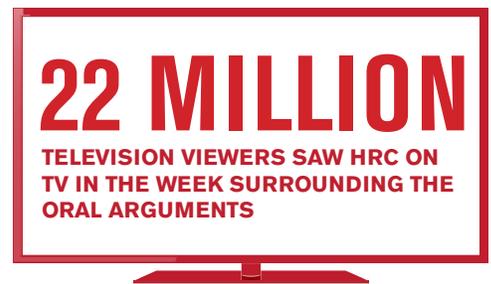


PRIORITY: MAKE AVAILABLE HRC'S LEADERSHIP AND EXPERT STAFF AS NATIONAL MEDIA NAVIGATES HISTORIC MOMENTS FOR MARRIAGE EQUALITY

- On the Saturday before oral arguments in *Hollingsworth v. Perry* – the case challenging California's Proposition 8 – HRC President and longtime leader of the *Perry* case Chad Griffin appeared with the *Perry* plaintiffs at the HRC Los Angeles dinner to celebrate California communities that helped launch the case four years before.



- But that wasn't the only appearance by HRC leadership made during the incredibly newsworthy few days at the Supreme Court.
 - Over the past week, Griffin has appeared on national television news more than a dozen times, and HRC's VP of Communications and Marketing, Communications Director, Marketing Director, Special Projects Director and Legal Director have appeared nationally in digital, television and print media.



PRIORITY: HIGHLIGHT HRC'S 1.5 MILLION MEMBERS AND SUPPORTERS AS MAJOR LEADERS IN THIS FIGHT



On Monday, March 25th, we posted a red-tinted version of HRC's iconic blue and yellow logo to the HRC Facebook page. In the post, we urged our supporters to make the image their profile photo and to wear red clothing in support of loving gay and lesbian couples during the two days of oral arguments.

- That first post drew 19,000 likes and 71,000 shares, and it spawned a viral Internet phenomenon.
- By the time thousands were gathering outside the Supreme Court the next morning, the image had created upwards of 10 million impressions in all 50 states and around the world, and millions of Facebook users from Mississippi to Norway had changed their profile picture to HRC's image.
- Facebook and Twitter feeds across the country were awash in red, and many Americans learned the name "Human Rights Campaign" for the very first time.
- Television news from MSNBC to CNN, and newspapers from the *Wall Street Journal* to *USA Today*, all covered the rapidly-spreading HRC image.
- Everyone from Beyoncé to Senator Al Franken to Bud Light used the image or variations of it to show their support for equality.

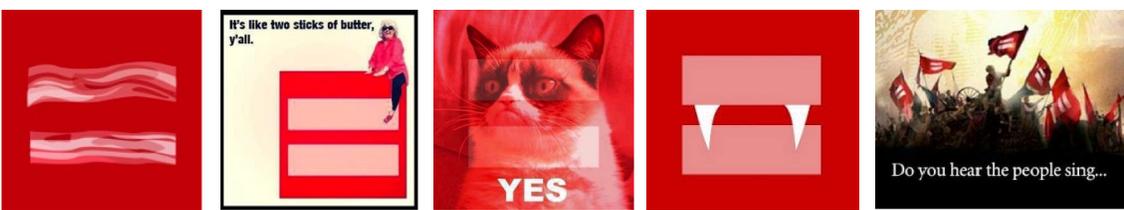
189,177 SHARES

95,725 LIKES

HRC'S POSTS APPEARED OVER 18,010,368 TIMES IN PEOPLE'S NEWSFEEDS.



FOR AN EXTENDED LIST OF PROMINENT BRANDS, CELEBRITIES AND POLITICIANS THAT ADOPTED THE RED LOGO, **CLICK HERE.**



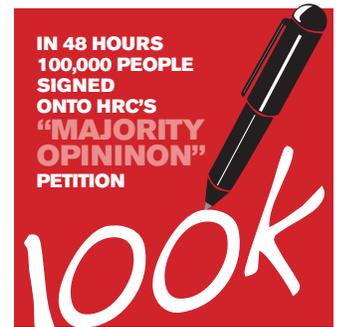
*And because of creativity like this, we'll never truly know just how many millions used our logo.



PRIORITY: CHANNELING AN INTERNET SENSATION INTO ACTION

The viral posts on Facebook drew record attention to HRC's work. Nine HRC Facebook posts in a five-day span garnered more than 50 million impressions. And this broad visibility in turn drove record traffic to HRC's website and the resources it provides.

- On Tuesday, March 26th, we smashed our previous traffic record by a factor of four.
 - And more than 700,000 unique visitors came to our website in a 24-hour period.
- 86% of site visitors were new. They learned about our work for the first time, and used HRC resources to take action.
 - In less than 48 hours, more than 100,000 people signed onto HRC's "Majority Opinion" petition—showing that HRC supporters stand with the millions of Americans whose lives are harmed by Prop. 8 and DOMA.
 - The petition was shared over 30,000 times, and we recruited more than 67,000 new supporters to receive email updates about our work.
- HRC shops online and across the country have experienced explosive growth— shattering single day sales records, doubling online same-period sales and attracting new visitors from as far away as Europe and South America—with all proceeds fueling HRC's equality efforts.



120%
MORE PEOPLE CHANGED THEIR PROFILE PICTURE ON TUESDAY COMPARED TO THE PREVIOUS WEEK.

* Official Facebook Analysis



“The best way to convince people that they should care about an issue and get involved in its advocacy isn't to tell people what they should do — **it's to tell them what other people actually do.**”

And you know what will accomplish that? That's right. Everyone on Facebook making their opinions on the issue immediately, graphically, demonstrably obvious.”

- HRC's growth on social media has been meteoric as well.
 - HRC's Facebook follower size grew by over 200,000—from 1.2 million to 1.4 million—in just two days. And we gained 26,000 Twitter followers in the same period.

