



FY20 PRIDE VOLUNTEER MANUAL



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General Information

Before Pride

- One month before the event, your community's manager will send you an email requesting information about volunteer recruiting, shipping information, and supplies you might need.
 - Volunteer signup forms and their corresponding response spreadsheets can be found in your community's Google Drive folder.
- Train your volunteers. We've found that if you give people an idea of what to expect, you'll have less attrition.
 - You should also plan to train your volunteers before the event to familiarize them with HRC's work, membership pitching, and premiums. At minimum, email each volunteer the Pride Guide and training video.
 - Some communities have great success with in-person trainings. If you choose to do this, we have a PowerPoint you can use.
- If there is HRC staff attending your Pride you should expect to be contacted by the Staff Lead the week of your event. Exchange cell phone numbers.
 - Make arrangements for loading the materials which may have been shipped to you into the staff van.
 - Determine who will be purchasing snacks and water for the pride event.
 - Let them know how you will be managing the volunteers that day (i.e. shift times, number of volunteers, how your volunteer training went etc.).
 - Discuss what time you will be arriving for set-up. Please plan to be at the festival grounds 2 hours before your event begins to allow for ample set-up time.
- Log-in to Google Drive (detailed instructions page 9) to print out all documents related to your pride.
- One of the volunteers will be receiving the shipment of pride materials the week before your event.
 - If possible, review the boxes when they arrive to ensure you have everything listed on the packing slip.
 - If you believe there is something missing please contact your manager as soon as possible.

During Pride

- When opening your boxes, remember that you will find all of your return shipping labels and packing slip in BOX 1. Remove these and store them in a safe place until the end of the event.
- We can no longer give away free t-shirts this year. If volunteers would like a t-shirt, we can sell each volunteer one (1) t-shirt at a reduced cost of \$10 per shirt. Make sure they key their purchase into the app so you can get credit for the membership. Volunteers should be encouraged to wear HRC t-shirt. Volunteers without a shirt can wear HRC stickers to identify themselves as a volunteer
- If there is no staff at your event identify a steering committee member who will be there ALL DAY to be the Cash Lead to handle all income and forms. Both the income and supporter cards/forms should be kept in a cross-body bag that remains on their person ALL DAY.
 - Identify a backup to hold these materials if the income and form handler needs a meal or restroom break.
- Identify a steering committee member who will be there throughout the day to manage volunteers as they come and go for each shift to provide on-site training and coordination as needed.

- Have fun!

After Pride

There are more comprehensive income processing instructions in this manual, but the following are key points to remember after your pride event.

- If there is no staff at your event, you will be responsible for processing all income.
- Remember that any donations of \$1-4 (even with contact information) AND any donation with no contact information should be counted as a General Donation, regardless of payment type.
- If you are working a 2 day event, you only need to fill out one form for Day 1 and one form for Day 2.
- Please email your results at the end of each day to your Membership Outreach Manager.
- On the Monday after your pride, mail a **money order or cashier's check** for all cash income along with any additional checks and forms using the 2-day return label provided in your pride shipment.
 - **NEVER SEND CASH IN THE MAIL!**
- On the Monday after your pride, ship all materials with the provided shipping labels back to DC or onto the next event as indicated.
 - **There will be instances during the season where materials used one weekend will be needed for another pride event the following weekend so timeliness is key- please ship all materials as soon as possible.**
 - If your community is attending multiple prides this season there may be instructions asking you to keep certain items for your next event.
 - Please do not ship literature back to DC. It costs too much to send it back and forth.

HUMAN RIGHTS CAMPAIGN GUIDE TO PRIDE



Thank you for standing with the Human Rights Campaign by volunteering at pride!

HRC attends roughly 250+ pride events every year, allowing us to sign up members, introduce people to the organization, reach out to core supporters, raise financial support for our work and share resources of our public education and outreach programs.

This guide will help you become an expert pride volunteer, whether this is your first time or you're a seasoned veteran.



3 MAIN GOALS AT PRIDE:

1 Signing Up & Renewing Members. The Human Rights Campaign's strength comes from our grassroots force of more than 3 million members and supporters nationwide. Each membership contribution, no matter what the amount, is critical. Members are signed up on tablets through our HRC Pavilion App. Remember to make membership your first ask before you ask attendees to sign a petition or postcard.

2 Signing Up Supporters. By signing up individuals to our online and mobile action networks, we can communicate quickly and send urgent messages with concrete ways to take action or volunteer.

3 Educating about Equality. At each pride event, we are able to educate the community about our work and the resources we provide.

ABOUT THE DAY...

- **Pride volunteer shifts are typically 2-3 hours long.** Please arrive at the festival site a little early to allow yourself time to find the HRC booth space. Once you arrive, introduce yourself, and either an HRC staffer or local steering committee member will take a few minutes to guide you through the booth setup and relay any information that is important to that particular day.
- After gaining a basic understanding of the booth, spend some time shadowing your pride lead to see how they interact with people that approach the booth. **Once you feel comfortable, try pitching a membership.**
- Throughout the day, **you'll be asked to help with a variety of tasks** including pitching membership and/or petition sign-ups and keeping the booth area organized.
- **During your downtime,** read through and familiarize yourself with the brochures on the tables so that you can hand people exactly what they are looking for if they have questions. Please feel free to pull a lead volunteer aside with **any questions** or if you don't feel comfortable having any conversations.
- **When preparing for your volunteer shift,** please dress comfortably including comfortable shoes! If you have an HRC shirt, please wear that. If not, a shirt will be provided, though exact sizing is not guaranteed. You'll also have the opportunity to purchase one of the shirts at the booth at a discounted price of \$10 which includes your annual HRC membership!
- **Most importantly, have fun!** Pride is about gathering with like-minded people to mobilize around key issues and celebrate.
- We will have snacks, water and sunscreen for you to be comfortable through the duration of your shift. **Remember to take care of yourself!**

MEMBERS VS. SUPPORTERS

"What's the difference between an HRC member and an HRC supporter?" Members are those who have made a donation and provided us with at least one way to contact them (e-mail, phone number or mailing address - but hopefully all three!) Supporters are those who have given us their name and one form of contact information, but have not made a donation. At pride, supporters will sign up through a petition or postcard. If someone becomes a member, they do not also need to sign a petition. Members will sign up and make donations on tablets through the HRC Pavilion App.

SUSTAINING GIFTS

Members choose how frequently they would like to donate to HRC. Some people make monthly, recurring contributions. If their monthly gift ranges \$5 to \$99 per month, they are members of our Partners program. If their gift is \$100 or more per month, they are members of our Federal Club program. Members may also choose to automatically renew their membership on an annual basis. Of course, people can elect to simply make a one-time donation and we will hope to renew their support the following year.

BENEFITS OF MEMBERSHIP

Members receive complete access to information about local HRC events, as well as volunteer and direct action opportunities. If they donate at least \$35/year or \$10/month, they will receive a year's subscription to our quarterly magazine, *Equality*, the highest LGBTQ+ magazine in circulation in the country. Additionally, at pride, members will receive a gift "free" with their membership.

HUMAN RIGHTS CAMPAIGN GUIDE TO PRIDE



HUMAN RIGHTS CAMPAIGN

Throughout the day, take some time to listen to different people's membership pitch. You'll learn there is no standard membership pitch — everyone adapts the basic principles into what works for them. Generally, a pitch has four parts: 1. Greeting, 2. Problem, 3. Solution, 4. Ask.

SAMPLE PITCH

- 1** "Hey! How are you today? Are you familiar with the Human Rights Campaign? No? We're the largest LGBTQ civil rights organization working to achieve equality for all people."
- 2** "Did you know that 30 states still lack full-inclusive non-discrimination protections for LGBTQ people, meaning that despite marriage equality, LGBTQ Americans can be at risk of being denied services or fired simply for being out?"
- 3** "We're currently working for protections at the state and federal level to end employment discrimination."
- 4** "If you'd like to become a member of HRC today, your contribution will help us end workplace discrimination. And as a bonus for joining at pride, you'll receive a free gift!"

RESPONSES YOU'LL HEAR... AND WHAT YOU CAN SAY

I can't afford a membership right now. "We accept and appreciate donations of any amount, and we only ask that you be as generous as you can."

I didn't bring any money. "We do accept credit cards if that's an option for you. If not, you can join on our website at any time. Would you like to join our email list for starters?"

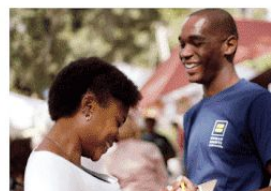
I am already a member. "Great — thank you! It's an annual membership, could it be time to renew?" (If they haven't donated before, they may just be a supporter and think they are a member.)

I think I'm already a member. "Thank you! Could it be time to renew? Are you receiving any mail from HRC to your home? If so, we are trying to renew your membership by mail. Doing so today means you can walk away with a free gift!"

I just want a T-shirt, not a membership. "The membership is free with your T-shirt!" (Explain the benefits of membership.) As a worst-case scenario, they can contribute anonymously.

WAYS TO BRING ON NEW MEMBERS

Make it local. Explain what HRC is doing in their area. If there are local Steering Committee members present, introduce them. You will have talking points about HRC's work on both the national and local levels.



Showcase the merchandise. Offer to show them a size in any of the t-shirts. Talk about the two-for-\$40 deal (note that in order to make both people members, you'll need to run 2 transactions on the tablet app). Remember that starting with your lowest priced options will usually result in a lower dollar donation. Don't be afraid to up-sell or let the donor decide how much they want to give!

Get into it! It's pride! Have fun and match people's energy!

Recruit Partners. The member proactively comes up to the booth saying they need to renew. Great! As they are clearly one of our most loyal supporters, ask them if their be willing to make their donation monthly. It's more cost effective for HRC, more of their money goes to the mission and it arms us to take on any fight at any time.

Use the tablet for anyone who is making a donation. Please work hard to get the name and at least one form of contact information from every donor on the first page of the app. That's how we increase our reach and its critical to our goals! Your volunteer lead will show you how to use the tablets but don't forget to ask questions!



"WHAT HRC IS WORKING ON NOW?" – TALKING POINTS

ANTI-LGBTQ LEGISLATION. In 2018, HRC worked to battle back more than 100 negative pieces of legislation aimed at harming the LGBTQ community, and is committed to aggressively fighting these threats to equality from those who seek to undermine our hard-earned victories. And we're leading the opposition to similar measures in Congress.

FULL FEDERAL EQUALITY. HRC is leading the charge for the Equality Act, a federal non-discrimination bill that would ensure that LGBTQ Americans have explicit protections in employment, housing, public services and spaces, and other important areas of their daily lives. The time has come for this nation's laws to catch up to the values of its people.

TRANSGENDER EQUALITY. While we are in an unprecedented time of visibility for transgender Americans, harassment, discrimination and violence persist. HRC works to educate the public, increase awareness and provide a range of resources on challenges facing the transgender community.

ELECTING PRO-EQUALITY CANDIDATES. HRC has a grassroots army of 3 million people working to educate the public about what's at stake in local and federal elections, get out the vote and elect champions for LGBTQ equality.

Google Drive

HRC's Pride Document Sharing Tool

To centralize all pride documents and volunteer forms, we are continuing to use Google Drive for all of our pride document sharing needs. You should have three folders shared with you from the HRC National Gmail account: "Volunteer Forms," "Pride Documents"," and "Extra Forms and Tabling Materials". To access them, sign in to your HRC Google account and click "Shared with Me". If you don't know your credentials, see page 8.

Pride Documents

In your Pride Documents folder there will be subfolders for each event that your Steering Committee is participating in. National will upload all materials to Google Drive as we receive them. So that you can keep track of any missing materials, here is a list of what will be included in these folders:

- a) Pride Materials PDF Document (copy of application and payment)
- b) Confirmation materials from the pride committee (if applicable/received)
- c) Table/Tent/Chair rental materials confirmation (if applicable i.e. if not provided by pride committee, we will order from a vendor)
- d) Regionally relevant talking
- e) Insurance Certificate
- f) Seller's Permit/License (if applicable)
- g) Other Relevant Communications/Emails (if applicable)

Do keep in mind, however, that not all materials will be needed or uploaded for each event. For example, item f (a seller's permit), is infrequently required and in most cases, there won't be one to upload at all.

Volunteer Forms

In your Volunteer Forms folder you will find the responses to the volunteer recruitment emails for each event. There are two tabs for responses, the first tab is volunteers for FY19, the second tab is the list of volunteers from FY13-FY18 so you can reach out to them directly if more bodies are needed.

Extra Forms and Tabling Materials

In addition to the event specific documents, all general forms (Pride Guide, Instant Member Forms, etc.) will be shared with your communities Gmail account.

Steering Committee Gmail Accounts

Steering Committee	Gmail Account	Password
Atlanta	hrcprideatlanta	prideatlanta
Austin	hrcprideaustin	prideaustin
Boston	hrcprideboston	prideboston
Charlotte	hrcpridecharlotte	pridecharlotte1
Chicago	hrcpridechicago	pridechicago
Cleveland	hrcpridecleveland	pridecleveland
Colorado	hrcpridecolorado	pridecolorado
Columbus	hrcpridecolumbus	pridecolumbus
Dallas- Ft. Worth	hrcpridedallas	pridedallas
Greater Cincinnati	hrcpridegreatercincinnati	pridegreatercincinnati
Greater New York	hrcpridegreaternewyork	pridegreaternewyork
Houston	pridehrchouston	Pridehouston1
Kansas City	hrcpridekansascity	pridekansascity
Las Vegas	hrcpridelasvegas	pridelasvegas
Los Angeles	hrcpridelosangeles	pridelosangeles
Nashville	hrcpridenashville	pridenashville
New Orleans	hrcprideneworleans	prideneworleans
OC/LB/PS	hrcprideoclbs	prideorangecounty
Orlando/Central FL	hrcprideorlando	prideorlando
Philadelphia	hrcpridephiladelphia	Pridephiladelphia1
Phoenix	hrcpridephoenix	pridephoenix
Portland	hrcprideportland	prideportland
San Antonio	hrcpridesanantonio	pridesanantonio
San Diego	hrcpridesandiego	pridesandiego
San Francisco	hrcpridesanfrancisco	HRCprideBA
Seattle	hrcprideseattle	prideseattle
South Florida	hrcpridesouthflorida	pridesouthflorida
St. Louis	hrcpridestlouis	pridestlouis
Triangle	hrcpridetriangle	pridetriangle1
Twin Cities	hrcpridetwincities	pridetwincities
Utah	hrcprideutah	Equality4\$
Washington, D.C.	hrcpridewashingtondc	pridewashingtondc

2019 PRIDE PREMIUMS

\$5 PREMIUMS



Magnets and buttons are 2 for \$5 or 1 for \$5
No discount for purchasing just 1



\$25 PREMIUMS
ALSO, 2 FOR \$40, 3 FOR \$55



T-Shirt Size Availability

If you run out of a t-shirt in a specific size attendees can still purchase the premium, and we will ship it from DC. The following sizes are available:

United Against Hate Tee

- Available in S, M, L, XL, 2XL, and 3XL

The First Pride was a Riot Tee

- Available in S, M, L, XL, 2XL, and 3XL

Pride Tank

- Available in XS, S, M, L, XL, and 2XL

Unicorn Tee

- Available in S, M, L, XL, 2XL, and 3XL

Rainbow Flag Tee

- Available in S, M, L, XL, 2XL, and 3XL

Love Tank

- Available in S, M, L, XL, and 2XL

*Note: There are a limited number 3XL.

**** \$5 for shipping and handling. Please allow 4-6 weeks processing time.**

HRC Partners

WHY MONTHLY GIVING MATTERS

MONTHLY DONORS GIVE MORE
MONEY

MONTHLY GIVING BUILDS STRONGER
RELATIONSHIPS

MONTHLY DONORS ARE MORE LOYAL

MONTHLY GIVING PROVIDES A SOLID
FOUNDATION

MONTHLY GIVING LOWERS
FUNDRAISING COSTS

Partners are the lifeline of HRC. Bringing in new partners is always an objective, however we are not offering a special promotion this year. Their card will be charged every subsequent month until they ask us to stop charging it.

Partner Best Practices:

- Click “monthly” donation on the tablet screen.
- Thank the donor for becoming a partner.

Partner Pitching Tips:

- Becoming a monthly partner is the greenest way to give.
- Automatic monthly payments make donating easy and convenient.
- More of your money goes to HRC’s mission, rather than donation processing costs.
- Monthly partners receive fewer HRC emails and notifications because you never need to renew.

2019 Pride Giveaways

None of our giveaways are truly “free”. Even if no donation is made, supporter information should still be filled out in exchange for each giveaway. This year, we have Equality Act postcards. The back of the card provides one method of capturing supporter information. You will be provided with a “mailbox” that supporters can place their postcards in. These cards will be delivered to members of Congress to encourage them to support the Equality Act.

The other method is our Equality Act petition. They serve the same function as the post cards. You can use your discretion which method you select, or both. Petitions are a good alternative to postcards if you’re canvassing on windy days and cards are blowing all over the place.

Postcards:



Dear Sen./Rep.:

I believe every American deserves to be treated equally under the law. I also believe:

This is why we need the Equality Act.
I urge you to take a stand for equality and support this bill.

Sincerely,

NAME (PLEASE PRINT) _____

CELL PHONE* _____ HOME PHONE* _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL** _____

☐ I AM REGISTERED TO VOTE AT THIS ADDRESS

☐ I AM INTERESTED IN VOLUNTEERING

*By providing my mobile phone number, I agree that HRC and its agents may contact me by mobile phone call and text message regarding HRC programs, events, and membership.
**You'll receive email updates from HRC. This can be edited for at any time.

 HUMAN RIGHTS CAMPAIGN

Petitions:

 **HELP US REACH 100,000 COMMUNITY CO-SPONSORS FOR THE EQUALITY ACT!**

By adding your name, you'll join with thousands of others to push Congress to pass the Equality Act into law, which would provide consistent and explicit nondiscrimination protections for LGBTQ people across key areas of life, including employment, housing, credit, education, public spaces and services, federally funded programs, and jury service.

Will you add your name today as a Community Co-Sponsor?

FIRST NAME	LAST NAME	STREET ADDRESS	CITY	STATE	ZIP
DATA		PHONE	CELL PHONE*	ARE YOU REGISTERED TO VOTE AT THIS ADDRESS? <input type="checkbox"/> YES <input type="checkbox"/> NO	INTERESTED IN VOLUNTEERING? <input type="checkbox"/> YES
FIRST NAME	LAST NAME	STREET ADDRESS	CITY	STATE	ZIP
DATA		PHONE	CELL PHONE*	ARE YOU REGISTERED TO VOTE AT THIS ADDRESS? <input type="checkbox"/> YES <input type="checkbox"/> NO	INTERESTED IN VOLUNTEERING? <input type="checkbox"/> YES
FIRST NAME	LAST NAME	STREET ADDRESS	CITY	STATE	ZIP
DATA		PHONE	CELL PHONE*	ARE YOU REGISTERED TO VOTE AT THIS ADDRESS? <input type="checkbox"/> YES <input type="checkbox"/> NO	INTERESTED IN VOLUNTEERING? <input type="checkbox"/> YES
FIRST NAME	LAST NAME	STREET ADDRESS	CITY	STATE	ZIP
DATA		PHONE	CELL PHONE*	ARE YOU REGISTERED TO VOTE AT THIS ADDRESS? <input type="checkbox"/> YES <input type="checkbox"/> NO	INTERESTED IN VOLUNTEERING? <input type="checkbox"/> YES
FIRST NAME	LAST NAME	STREET ADDRESS	CITY	STATE	ZIP
DATA		PHONE	CELL PHONE*	ARE YOU REGISTERED TO VOTE AT THIS ADDRESS? <input type="checkbox"/> YES <input type="checkbox"/> NO	INTERESTED IN VOLUNTEERING? <input type="checkbox"/> YES
FIRST NAME	LAST NAME	STREET ADDRESS	CITY	STATE	ZIP
DATA		PHONE	CELL PHONE*	ARE YOU REGISTERED TO VOTE AT THIS ADDRESS? <input type="checkbox"/> YES <input type="checkbox"/> NO	INTERESTED IN VOLUNTEERING? <input type="checkbox"/> YES

*By providing my cell phone number, I agree that HRC and its agents may contact me by cell phone call and text message regarding HRC programs, events and membership.

Giveaways:

- Stickers
- Chip clips
- Showtime Sunglasses
- Reflective Stickers
- Flags
- Fans

Prize Wheel and Plinko:

Steering Committees can request a Prize Wheel or Plinko for Pride. We have a limited supply of these items. They are shipped based on request and availability.



Pride Cash Handling Guidelines

During Pride

Duties

- Identify a Cash Lead to be in charge of holding the cash during pride; there also needs to be a backup person to relieve them for restroom and meal breaks.

Cash

- Cash should only be handled by Steering Committee volunteers or staff.
- Cash should be kept in a bag on your person **at all times**, not on the table or in a box.

Credit Cards

- All credit cards should be on the app unless the credit card strip is damaged. In this case, write the number on the forms and place these forms in the bag.
- Store all forms in a bag on your person **at all times**.

At the End of Pride

- Follow the income processing form's guidelines for counting your results. Email the totals to your Membership Outreach Manager.
- If you are working a 2 day event, you only need to fill out one form for Day 1 and one form for Day 2.
- On the Monday after your event please get a money order or cashier's check for all of the cash and mail it along with any other checks and forms using the provided UPS labels to:

- Human Rights Campaign

Attn: Sean Burciago
1640 Rhode Island Ave. NW
Washington, DC 20036.

- **NEVER send cash through the mail.**
- **NEVER write a personal check.**

Using the Tablet and App:

See the Tablet/App user guide distributed by your Membership Outreach Manager.

Credit Card Security Policy

Prior to pride you will be asked to sign a memo similar to this which will be kept on file asserting your commitment to adhere to HRC's Credit Card Security Policy:

Processing Credit Cards at Volunteer-Only Events

HRC will send tablets to most volunteers for use at their pride or community events. Whenever possible, HRC will ship tablets directly to the Membership Outreach Co-Chair or Board of Governor. If the co-chair or BOG is not the lead for the pride or event, they are responsible for liaising with the lead volunteer who must be a member of the steering committee. The tablet will then be the responsibility of the pride or event lead. The co-chair, BOG or lead volunteer will be emailed instructions for how to use the machine during their event, and how to properly batch it out at the end of the day. A phone training will also be made available to them before their event.

At the conclusion of the pride or event, the supplemental tablets **must be shipped back to HRC the next business day**. The tablet, charger and swiper must be accompanied by the membership forms and income processing form from each day. An email must be sent to the Membership Outreach manager with a cc to the approving Board of Governor confirming that shipping has occurred.

Failure to follow any part of this policy including not sending the machine back the next business day will result in HRC not shipping tablets for future use to this community.

Any and all questions regarding this policy should be made to Zack Hasychak, Director, Membership Outreach. Zack can be reached at either zack.hasychak@hrc.org or 202-572-8916.

I have read and understand this policy.

Board of Governor

Volunteer Lead

Booth Setup

Banner Instructions

- The best way to hang the banner is with 2 people.
- Place the banner on the tent so that the top of the banner sticks to the tent material with tape.
- Use clear packing tape to secure the top of the banner to the tent.

Flag Instructions

HRC Pride Flagpole Assembly Instructions

