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.
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.