

OUTRIGHT MEDIA KIT

Help support our work to
amplify a global cause,
advocate and carry the
voices of activists globally.



Who We Are

Outright International works together for better LGBTIQ lives.

Outright is dedicated to working with partners around the globe to strengthen the capacity of the LGBTIQ human rights movement, document and amplify human rights violations against LGBTIQ people, and advocate for inclusion and equality.

Founded in 1990, with staff in over a dozen countries, Outright works with the United Nations, regional human rights monitoring bodies and civil society partners. Outright holds consultative status at the United Nations where it serves as the secretariat of the UN LGBTI Core Group.

What We Do

Our mission is to ensure human rights for LGBTIQ people everywhere by amplifying, advocating, supporting and celebrating.

We Amplify

We see the world and are a global witness to the struggles and successes of our communities, documenting the lived realities and producing groundbreaking research.

We work in partnership and ensure LGBTIQ voices are heard.

We Advocate

We support innovative advocacy and use our collective might to carry the voices of activists to advance equality and end violence and discrimination.

We drive change, power, and meaningful progress across governments, institutions, businesses and communities.

We Support

We connect activists to a growing and powerful global movement.

We support activism through:

- Strategic advice
- Training
- Funding
- Networking
- Crisis Response

We Celebrate

We celebrate:

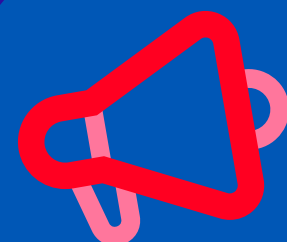
- Love
- Diverse identities
- Expression
- Progress and wins
- Change



Outright Facts

HUMAN RIGHTS

Together, we collaborate to mainstream LGBTIQ human rights at the UN headquarters in New York.



Outright is the only US-based LGBTIQ organization which has consultative status with the United Nations Economic and Social Council

ECOSOC

Outright was established in
1990



25 COUNTRIES

work together in Outright as a team to move the world forward to contribute to meaningful change and better lives for our LGBTIQ communities



\$3.8M

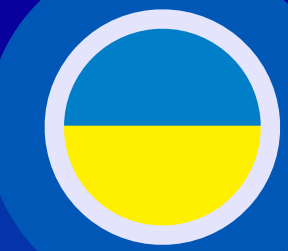
Covid-19 Fund distributed across 108 countries



\$1.6M

distributed in grants to support LGBTIQ organizations in Ukraine

August 2022



UN LGBTI CORE GROUP

Outright is a co-founder and Secretariat of the UN LGBTI Core Group, an informal group of 43 Member States, the delegation of the EU, the Office of the High Commissioner for Human Rights, Human Rights Watch and Outright International.



How to get Involved

Donate. You can donate online or donate your NFT or Crypto.



Scan here to donate

Donate Stock. Consider making a gift of stock.

Consider Outright in your estate planning with our Legacy Circle.

Gifting. Help celebrate life events by donating.

Fundmatch. Get involved on our Corporate gifting program.

Donate your time. Sign up to volunteer or attend virtual events.

Invite Outright to speak at or attend an event or engage your co-workers in Outright's mission.

Support a fundraiser or awareness activity (invite guests, provide a venue, or host an event).

Global Programs

LBQ Connect

LBQ Connect is a global feminist program aimed at boosting the work and visibility of lesbian, bisexual, and queer activism around the world.

Global Trans Program

Outright International's Global Trans Program works with Trans activists and advocates to support global movement building through research, advocacy, and funding.

Conversion Practices

Outright International's pioneering report, Harmful Treatment: The Global Reach of So-Called Conversion Therapy, exposed that conversion practices aiming to change, divert, convert or suppress the sexual orientation and/or gender identity of LGBTIQ people, including with physical and psychological force, are prevalent across the world.

Find out more

Find out more about our global programs **online** or browse **here** to learn more about our work all over the globe.

Writing for Outright

BOLD

Outright is confident enough in our authority to not mince words. We're always clear and direct, and we're not afraid to speak our minds.

There's a fine line between bold and brazen. We never want to come off harsh or demeaning, or like an attack. We should stay inspirational and focus on the positive of what we want others to say, do, and think.

TIPS FOR WRITING BOLDLY

Be direct and confident

- Avoid hedge words like 'maybe,' 'possibly,' 'potentially,' 'can,' etc.
 - Example: Outright can support you xyz
 - Outright supports you xyz
- Use strong words (ie. excellent and challenging) instead of relying on weak modifiers (ie. very good and really hard)

Be honest

Be concise

- Omit needless words. Don't say in ten words what you can say in two.
- Avoid:
 - Long and/or complex words and sentences
 - Multiple words with the same meaning
 - Unnecessary modifiers
 - Clunky common expressions

INSPIRING

We balance our boldness out with positivity and inspiration. We're not just here to tell it like it is but, more importantly, how how it could be.

Our words should stir hope, excitement, possibility, creativity, and innovation.

Keeping our words positive, actionable, and active will go a long way in communicating this tone

TIPS FOR INSPIRING WRITING

Incorporate motivational words

- Accomplish, action, ambition, believe, capable, challenge, commitment, courage, dare, determination, drive, envision, excellence, focus, goals, hope, imagination, joy, mission, opportunity, passion, possibilities, potential, succeed/success, value

Use active voice and lead with active verbs as often as possible

Put a positive twist on any perceived negative

Focus on the desired state

AUTHENTIC

Bold and inspiring on their own could lead to sounding too preachy or lofty. Prioritizing authenticity will remind us to stay grounded.

To stand out from the "power words" and jargon pervasive in our world, we'll lean heavy into talking like humans. (Just don't try too hard to sound cool and relatable by using slang).

TIPS FOR AUTHENTIC WRITING

Talk with, not to or about

- Embrace: we, our, you

Make it personal, don't generalize

- Use: names, faces, and specifics when possible

Avoid technical jargon and commonly-used marketing phrases

- Marketing words that have lost their meaning

Use smaller words

Keep it conversational

Avoid slang

GENERAL CTA Links

SIGN UP for news alerts, events, and volunteer opportunities

TAKE ACTION on Pride With A Purpose™

SPONSOR Celebration of Courage Gala, NYC, June 5

DONATE to support Outright and its programs

LEARN more about us

Call-to-Action Messaging

CASE FOR SUPPORT LANGUAGE

When writing appeals, events and/or any collateral that requires call-to-action messaging, please use the following case for support language for brand sustainability and consistency:

BOILERPLATE:

Outright is dedicated to working with partners around the globe to strengthen the capacity of the LGBTIQ human rights movement, document and amplify human rights violations against LGBTIQ people, and advocate for inclusion and equality.

Founded in 1990, with staff in over a dozen countries, Outright works with the United Nations, regional human rights monitoring bodies and civil society partners. Outright holds consultative status at the United Nations where it serves as the secretariat of the UN LGBTI Core Group.

TAG: Outright International works together for better LGBTIQ lives. OUTRIGHT.

At Outright, our mission is to ensure human rights for LGBTIQ people everywhere through advocacy, support and research.

We amplify a global cause, advocate, and carry the voices of activists. Take part in the growing global movement and celebrate LGBTIQ lives everywhere.

Outright International works together for better LGBTIQ lives. We work with partners around the globe to strengthen the capacity of the LGBTIQ human rights movement, document and amplify human rights violations, and advocate for inclusion and equality.

We are on a quest to eradicate the systemic violence, persecution, and discrimination that our LGBTIQ communities face around the world.

Since 1990, we have worked alongside LGBTIQ activists and organizations, diplomats and policymakers to advance community-focused solutions to create lasting legal and social transformation.

Where we see great potential for significant improvement or threat – and opportunity for intervention and influence – we are there.

We are committed to intersectionality, exert a fierce feminist lens, and prioritize and amplify the needs of our most marginalized.

We focus in four regions in the Global South: Asia and the Pacific Islands, Latin America and the Caribbean, the Middle East and North Africa, and Sub-Saharan Africa.

We work from our headquarters in New York, with staff in twelve countries.

At Outright, we care genuinely and deeply about our people and our communities. We are committed to working together to achieve better lives. We can't support one of these groups well without supporting them all well. Our culture and success rely on that balance.

Outright's greatness comes from diverse, talented people with varied perspectives who can be their whole selves in an equitable and inclusive environment. A diverse team cannot thrive without inclusion. We strive to build an organization that sets a positive example for our communities and where our people and communities, beneficiaries, and donors feel entirely supported.

For Outright to be a truly great place to work and be an advocate, we must be accountable as individuals and as an organization. We have commitments to each other, our teams, our communities, and our stakeholders. We celebrate our wins and learn from our failures with equal appreciation.

Our organization was built on the idea that open communication moves the world forward. This is true for our society and our organization. By communicating clearly and directly with each other, listening with empathy, embracing a learning mindset and being authentic, we accomplish remarkable things.

Donors, beneficiaries, institutions, and grassroots organizations partner with Outright because of the knowledge, expertise, and care we put into our work, our programs, and our relationship with them.

Our employees work together to move the world forward to contribute to meaningful change and better lives for our LGBTIQ communities.

Call-to-Action Messaging **continued**

While our work is complex, we strive to make our processes, policies, and operations clear and comprehensible as free from intricacies as possible, allowing us the agility to grow, adapt and thrive. In our programs and reporting, we seek accessible language to enhance the understanding of our work.

Our organization was created to be transformative and shift the way people and institutions think about, communicate about, and support LGBTIQ equality and inclusion. Growth and innovation require change by definition.

We are an organization that thrives on thoughtful change and sees it as an opportunity rather than a problem.

We see standing still as a disservice and we are always looking for ways to better support our communities.

We advocate and are the only global LGBTIQ organization that consults and has a permanent presence at the United Nations. We serve as a secretariat and act as a watchdog on all 193 world governments.

We support and invest heavily in partnerships with grassroots LGBTIQ communities and allies around the world. Their presence is the single greatest factor that produces cultural, social, and legal change. We provide technical, training and funding support where it counts.

We educate. Our research programs report on global threats and opportunities confronting our LGBTIQ communities. We share insights on urgent, relevant issues.

We celebrate progress, wins, love, and lives.

We demand and drive collective action.

Founded in 1990, Outright International is a leading international human rights organization dedicated to improving the lives of people who experience discrimination or abuse on the basis of their real or perceived sexual orientation, gender identity or expression.

Outright strengthens the capacity of the LGBTIQ movement worldwide, documents human rights violations against LGBTIQ people and advocates for the human rights and equality of LGBTIQ people with partners at the United Nations and around the globe.

Outright Resources

**Outright
Website**

**Outright
Instagram**

**Outright
LinkedIn**

**Outright
Youtube**

**Outright
Twitter**

**Outright
Color Profile**

**Outright
Downloads**

**QR Code
Downloads**



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