

spirit day



10.17.2024

CORPORATE RESOURCE KIT

Go purple. Support LGBTQ youth.
Take a stand against bullying!

COMMUNITY SPONSORS FOR SPIRIT DAY



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SPIRIT DAY GALA PRESENTED BY



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Dear GLAAD Partner,

#SpiritDay 2024 is here!

On **Thursday, October 17, 2024**, millions of people throughout the world will wear purple to stand against bullying and support lesbian, gay, bisexual, transgender, and queer (LGBTQ) youth. We are thrilled to partner with you on this exciting and impactful campaign.

#SpiritDay began in 2010 following a string of high-profile suicides of gay teens. GLAAD worked to encourage millions of teachers, workplaces, celebrities, media outlets, and students to wear purple on social media, the color that symbolizes Spirit on the rainbow flag.

Today, **#SpiritDay has become the most visible day of support for LGBTQ youth**. Spirit Day occurs every year on the third Thursday of October, during National Bullying Prevention Month, when cliques begin to form in schools.

In 2024, youth are still facing unprecedented challenges in their daily lives. LGBTQ youth today experience disproportionate levels of bullying, growing anxiety and safety concerns, and continued threats of violence and discrimination based on their identities, especially for trans youth. As you know, anti-LGBTQ rhetoric, school policies, and legislation have increased exponentially this year. Our support needs to be visible and our resources need to combat the wave of discrimination LGBTQ youth are facing. GLAAD is once again leading outreach to engage the participation of individuals, celebrities, corporations, small businesses, media outlets, schools, local communities and even national landmarks.

This year's #SpiritDay will be a critical moment of reflection as we shine a light on the resilience and power of LGBTQ youth. Enclosed in this Partner Handbook are all the information you will need to successfully participate in GLAAD Presents #SpiritDay. We urge you to read through carefully, and engage with your teams, ERG leaders, community managers, and more.

We are deeply grateful for your commitment to stand up for the richness, dignity and humanity of LGBTQ lives — in particular, LGBTQ youth. Please do not hesitate to contact us with any questions you may have about the handbook or the campaign.

With gratitude,
The GLAAD Corporate Partnerships Team

It's time to take a stand for LGBTQ youth!

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Go purple. Support LGBTQ youth. Take a stand against bullying!

Join millions against bullying, for #SpiritDay on October 17th!

#SpiritDay is the largest, most visible LGBTQ anti-bullying campaign in the world. Pledging to "go purple" on Spirit Day is a way for everyone — brands, ERGs, global leaders, tv & film studios, celebrities, creators, neighbors, parents, teachers, and friends — to show solidarity with LGBTQ youth who are disproportionately affected by bullying and harassment.

HOW YOUR BRAND CAN PARTICIPATE:

- Go Purple on Spirit Day Thursday, October 17th!
- Encourage employees and engage ERGs to participate in Spirit Day! Our resource kits offer the opportunity to purchase Spirit Day t-shirts and provide digital video backgrounds to demonstrate your solidarity.
- Use the hashtag #SpiritDay on all social media platforms and share why Spirit Day matters to you, your team or your brand. Use the tools in the Digital Kit below to inspire LGBTQ youth in finding success and hope in their authentic truth.
- Take the Spirit Day Pledge at glaad.org/spiritday and commit to going purple on October 17 in support of LGBTQ youth.
- Post on social media to show your support for #SpiritDay & encourage your followers to Go Purple and take the Spirit Day Pledge.
- Share these resources with your colleagues, ERGs, friends, and loved ones to encourage them to participate in #SpiritDay. Visibility matters now more than ever!
- Become an official #SpiritDay sponsor. Contact our Corporate Partnerships team via partnerships@glaad.org today.

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SOCIAL MEDIA

Our Social Media Tool Kit LIVES HERE and includes:

Social Cards, Identity Graphics, Activation Guides and more!

Before Spirit Day (use #SpiritDay in all posts):

- Join me/us in taking a stand against bullying on October 17th for #SpiritDay! Take the pledge now: glaad.org/spiritday
- We're going purple to show support for LGBTQ youth on #SpiritDay. Take the pledge to stand against bullying on October 17th glaad.org/spiritday
- #SpiritDay is on its way. Take the pledge now and join us on October 17th to support LGBTQ youth: glaad.org/spiritday
- We stand with LGBTQ youth! Take the #SpiritDay pledge if you do too! glaad.org/spiritday
- #SpiritDay is about supporting LGBTQ youth. Take the pledge now and go purple on October 17th! glaad.org/spiritday

Day-of Spirit Day (Use #SpiritDay in all posts) :

- It's #SpiritDay! Go purple now to take a stand against bullying and to support LGBTQ youth. glaad.org/spiritday
- Today is #SpiritDay ❤️ Go purple now if you're against bullying! glaad.org/spiritday
- #SpiritDay has arrived. Join us and go purple now to stand against bullying ❤️❤️ glaad.org/spiritday
- Show LGBTQ youth that we've got their back - go purple now for #SpiritDay glaad.org/spiritday
- On #SpiritDay we stand against bullying and show support for LGBTQ youth. Go purple now and join in ❤️ glaad.org/spiritday

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SOCIAL MEDIA ONE-LINERS & CAPTIONS

I am proud to take part in [#SpiritDay](#) by wearing purple in a united stand against bullying, to show my support for LGBTQ youth of all backgrounds, races, religions, abilities, gender identities, and sexual orientations. Join me on October 17!

Let's tell every young person that it's okay to be who you are, no matter your background, race, religion, ability, sexual orientation, or gender identity. Wear purple on October 17 and share with hashtag [#SpiritDay](#).

No one should be bullied or called names simply for being who they are. That's why I'm wearing purple for Spirit Day on October 17.

I support LGBTQ youth and I'm against bullying! Join me in wearing purple on [#SpiritDay](#) October 17. Find out more at glaad.org/spiritday.


I stand in unity with LGBTQ youth of every background, race, religion, ability, gender identity, and sexual orientation because I refuse to allow hateful and non-inclusive legislation, policy, and rhetoric to divide us. Stand with me on October 17 for [#SpiritDay](#)!


Join me in celebrating LGBTQ youth of all backgrounds and identities by going purple on [#SpiritDay](#), October 17.


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SOCIAL MEDIA LINES FOR BRANDS


 We're excited to stand together for Spirit Day by wearing purple to support LGBTQ youth from all walks of life. Mark your calendars for October 17 and join us in making a difference! [#SpiritDay](#)

 Let's show every young person that they're loved and accepted for who they are. Wear purple on October 17 and use [#SpiritDay](#) to spread the message of inclusivity and support!

 No one should face bullying for being themselves. We're proudly wearing purple for Spirit Day on October 17 to stand against hate and promote kindness. Join us!

 We're committed to supporting LGBTQ youth and standing against bullying. Wear purple on [#SpiritDay](#), October 17, and learn more about how you can make an impact at glad.org/spiritday.

 United we stand! Let's celebrate LGBTQ youth from every background and identity by wearing purple on October 17. Together, we can resist divisive rhetoric and show our support. [#SpiritDay](#)

 Celebrate and uplift LGBTQ youth by joining us in wearing purple on [#SpiritDay](#), October 17. Let's make our voices heard and show that we stand in solidarity!

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ABOUT SPIRIT DAY

The world is going purple for GLAAD's #SpiritDay in support of LGBTQ youth and taking a stand against bullying. GLAAD organizes thousands of celebrities, influential voices, news & media outlets, tv & film studios, brands & corporations, landmarks, sports leagues, tech leaders, faith groups, and so many more to #GoPurple, as it symbolizes spirit on the rainbow flag. #SpiritDay has become the most visible anti-LGBTQ bullying campaign in the world.

Today LGBTQ youth, and especially our trans and nonbinary youth, are experiencing a level of scrutiny in schools unlike we have ever seen, leading to an environment rife with stressors beyond the peer-to-peer bullying of the past. From bans on books, to bans on healthcare, to bathroom restrictions, and teachers barred from using personal pronouns or even talking about their identity or families, the means by which a student can express themselves and see others like them are increasingly being challenged.

GLAAD's 2024 Social Media Safety Index found increased severe harassment toward LGBTQ users when compared to 2022 and reported that all five major social media platforms continue to fail on issues of LGBTQ safety. GLAAD's 2024 Accelerating Acceptance Report also highlights how pervasive anti-LGBTQ rhetoric, especially on social media, which then translates to real-life harm for the LGBTQ community, especially our youth. According to the latest FBI statistics, these false narratives are driving many of the more than 500 anti-LGBTQ bills introduced in various states around the country and have led to a double digit increase in anti-LGBTQ hate crimes.

This year Spirit Day is on **October 17, 2024**. Let's show LGBTQ youth and their families that they are seen, represented, loved, and their existence matters. Take the Spirit Day pledge at glaad.org/spiritday and follow @GLAAD across all social media platforms to stay up to date with #SpiritDay news. Let's show the world how we protect our youth.

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ABOUT GLAAD

GLAAD rewrites the script for LGBTQ acceptance. As a dynamic force in media, GLAAD tackles tough issues to shape the narrative and provoke powerful dialogue that shifts culture. GLAAD protects all that has been accomplished in LGBTQ representation and visibility, creating a world where everyone can live the life they love. Learn more at GLAAD.org and connect with @GLAAD on social media.

QUESTIONS?

Contact **The GLAAD Partnerships Team**
at partnerships@glaad.org or visit glaad.org/spiritday