

**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





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

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!**



**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 [glad.org/spiritday](https://glad.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@glad.org](mailto:partnerships@glad.org) today.





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

## **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](http://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](http://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](http://glaad.org/spiritday)
- We stand with LGBTQ youth! Take the **#SpiritDay** pledge if you do too!  
[glaad.org/spiritday](http://glaad.org/spiritday)
- **#SpiritDay** is about supporting LGBTQ youth. Take the pledge now and go purple on October 17th! [glaad.org/spiritday](http://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](http://glaad.org/spiritday)
- Today is **#SpiritDay** ❤️ Go purple now if you're against bullying! [glaad.org/spiritday](http://glaad.org/spiritday)
- **#SpiritDay** has arrived. Join us and go purple now to stand against bullying ❤️❤️  
[glaad.org/spiritday](http://glaad.org/spiritday)
- Show LGBTQ youth that we've got their back - go purple now for **#SpiritDay**  
[glaad.org/spiritday](http://glaad.org/spiritday)
- On **#SpiritDay** we stand against bullying and show support for LGBTQ youth. Go purple now and join in ❤️ [glaad.org/spiritday](http://glaad.org/spiritday)





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

## **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](http://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.





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

## **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 [glaad.org/spiritday](https://glaad.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!



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

## 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](https://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](http://GLAAD.org) and connect with @GLAAD on social media.

## QUESTIONS?

Contact **The GLAAD Partnerships Team**  
at [partnerships@glaad.org](mailto:partnerships@glaad.org) or visit [glaad.org/spiritday](http://glaad.org/spiritday)



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# **ANTI-BULLYING RESOURCE KIT**

FOR PARENTS & EDUCATORS



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

## WHAT IS SPIRIT DAY?

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#SpiritDay is the world's most visible anti-bullying campaign where we ask everyone to go purple to shine a light on LGBTQ youth, who disproportionately face bullying and harassment.

Pledging to "go purple" on [#SpiritDay](#) is a way for everyone — companies, global leaders, tv & film studios, celebrities & influencers, neighbors, parents, teachers, classmates, and friends — to visibly show solidarity with LGBTQ youth and helps to create clear possibility models for them to see themselves thrive in a world where they are represented and protected. Purple is also the color that represents Spirit on the LGBTQ pride flag.

Learn more at [GLAAD.org/SpiritDay!](https://GLAAD.org/SpiritDay!)





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

## HOW CAN I EDUCATE MYSELF?

1. **Create LGBTQ-Inclusive Environments:** Emphasize the importance of creating safe and inclusive spaces for LGBTQ students. Work to implement anti-bullying policies that specifically protect against discrimination based on gender identity and sexual orientation and train staff to respond effectively to anti-LGBTQ behavior. Support initiatives like Gay-Straight Alliances (GSAs) that foster a sense of belonging and community.
2. **Promote Awareness and Education:** Develop educational programs and resources that raise awareness about bullying and its effects. This could involve workshops, training sessions for teachers and parents, and integrating anti-bullying lessons into the school curriculum. Teaching Tolerance and GLSEN provide valuable lesson plans and activities designed to educate students on empathy, respect, and the importance of standing up against bullying.
3. **Support Mental Health and Suicide Prevention:** Provide resources and support for students who may be experiencing bullying or contemplating self-harm or suicide. Recognize the warning signs of suicide, offer counseling and support services, and promote helplines like, The Trevor Project.
4. **Encourage Parental and Community Involvement:** Engage parents and the community in anti-bullying efforts by providing them with resources and training on how to support children who are bullied or who bully others. Organizations like PFLAG and The Trevor Project offer guides and support networks for parents to better understand and advocate for their LGBTQ children.
5. **Implement Comprehensive Bullying Policies:** Establish and enforce comprehensive anti-bullying policies that protect all students. Develop a clear reporting mechanism for bullying incidents, ensure consistent enforcement of rules, and create a culture of accountability within schools.



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

## HOW CAN I GET INVOLVED WITH SPIRIT DAY 2024?

- **Wear Purple and Spread the Word:** Show your support by wearing purple and encouraging others to join you!
- **Sign the Spirit Day pledge:** Take the Spirit Day Pledge now to publicly take a stand against bullying and commit to accelerating acceptance for LGBTQ youth with GLAAD.
- **Share Your Story:** Post online about your story and share why you're going purple to stand together with your LGBTQ peers and community.
- **Volunteer Locally:** Offer your time at a local LGBTQ center or group in your community.
- **Learn More:** Share GLAAD resources and raise awareness on social media; encourage school administrators and staff to participate as well.
- **Donate:** If you're able, support GLAAD's youth visibility work and other organizations supporting the LGBTQ community and LGBTQ youth where you live!

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# CREATOR GUIDE





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

As a Content Creator, we know that you're not just part of culture, you are culture!

At GLAAD, we're focused on ensuring LGBTQ people and issues are fully represented in media, from TV and film, to music, news, gaming and beyond. As the media landscape evolves, so must we, in how and who tells LGBTQ stories.

That's why we've made this [#SpiritDay](#) Resource Kit just for Creators, like you!

[#SpiritDay](#), organized by GLAAD, takes place this year on **Thursday, October 17th**. It is the world's most visible anti-bullying campaign where we ask everyone to go purple to shine a light on LGBTQ youth, who disproportionately face bullying and harassment.

Pledging to "go purple" on [#SpiritDay](#) is a way for everyone — companies, global leaders, tv & film studios, celebrities & influencers, neighbors, parents, teachers, classmates, and friends — to visibly show solidarity with LGBTQ youth and helps to create clear possibility models for them to see themselves thrive in a world where they are represented and protected.

Social Media safety has also never been more of a top priority.

[GLAAD's 2024 Social Media Safety Index](#) illuminated the epidemic of anti-LGBTQ hate, harassment, and disinformation across major social media platforms, and especially made note of high-follower hate accounts and right-wing figures who continue to manufacture and circulate most of this activity. This anti-LGBTQ rhetoric online manifests into real-life harm and has been cited as drivers of many of the more than 500 anti-LGBTQ bills introduced in states around the country this year alone, many of which target transgender people and LGBTQ youth.

This year, Spirit Day is on October 17 and serves as a reminder to LGBTQ youth and their families that they are not alone, despite the loud minority of hate. Take the Spirit Day pledge to show LGBTQ youth you've got their backs at [glaad.org/spiritday](https://glaad.org/spiritday) and follow @GLAAD across all social media platforms to stay up to date with [#SpiritDay](#) news.

How to Activate, Social Toolkit and Resource Guides below...

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## **SUPERCHARGE YOUR VOICE**

**#SpiritDay** is all about making sure LGBTQ youth feel seen, heard and protected, by going purple and showing them a world where they are accepted for exactly who they are. Now, It's your turn to stand up and combat bullying in all its forms by joining thousands in a **#SpiritDay** pledge to support LGBTQ youth.

Sign the pledge linked below and save the date to go purple on Thursday, October, 17th!

## **ACTIVATE ON SPIRIT IN 3 EASY STEPS:**

1. Go purple on **#SpiritDay**, Thursday, October 17th with GLAAD!
2. Use the hashtag **#SpiritDay** and follow @glaad and @protectthiskid on social media and share your own story – why **#SpiritDay** matters to YOU, inspiring LGBTQ youth to find success and hope in their own truth and story.
3. Sign the **#SpiritDay** Pledge at [glaad.org/spiritday](http://glaad.org/spiritday) and commit to going purple on October 17 in support of LGBTQ youth. You'll also receive access to our social media kit for pledge-takers!

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## DIGITAL TOOLKIT

**Our Social Media Tool Kit LIVES HERE and includes:**

*\*Full kit becomes available on October 1st – save this link!\**

Social Cards, Identity Graphics, Activation Guides and more!

### Before Spirit Day sample posts:

- The countdown is on! Join me in taking a stand against bullying on October 17th for **#SpiritDay**! Take the pledge now: [glaad.org/spiritday](https://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](https://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](https://glaad.org/spiritday)
- We stand with LGBTQ youth! Take the **#SpiritDay** pledge if you do too! [glaad.org/spiritday](https://glaad.org/spiritday)
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### Day-of Spirit Day sample posts:

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





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## ONE LINERS:

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

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



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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 hundreds of celebrities, media outlets, brands, landmarks, sports leagues, tech leaders, influencers, faith groups, school districts, organizations, colleges and universities in what has become the most visible anti-LGBTQ bullying campaign in the world. Purple also symbolizes spirit on the rainbow flag.

Today, LGBTQ youth, and especially our trans and nonbinary youth, are experiencing a level of scrutiny in schools we have never 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 preferred 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.

You can learn more at [GLAAD.org/SpiritDay!](https://GLAAD.org/SpiritDay!)