



Pride Month -- also known as Gay Pride, LGBT Pride, or LGBTQ+ Pride -- is celebrated every June in the U.S. (and other months internationally) to amplify LGBTQ+ voices, remember LGBTQ+ history, support LGBTQ+ rights, and honor LGBTQ+ culture. Celebrations include pride parades, marches, art exhibits, concerts, picnics, workshops, and street parties. Frequently, these celebrations are seen as bold, exuberant, and joyful, offering all people an opportunity to participate by dressing up, flying flags, creating posters, and more.

Today, Pride Month is arguably the most emblematic and most visible diversity celebration of the year, with hundreds of thousands of people showing up to celebrate in any given city. In Chicago, for instance, the annual Pride Festival has attracted crowds of more than 1 million people every year since 2013, with equally impressive festivals in New York City, San Francisco, Madrid, Copenhagen, Taipei, Montreal, São Paulo, Johannesburg, Sydney, Tel Aviv, and Mexico City.

Pride Month is celebrated in June to commemorate the Stonewall riots of June 28, 1969, which are commonly considered the most pivotal in LGBTQ+ history and civil rights. The Stonewall Inn is a gay bar, restaurant, and nightclub in New York City: a haven for LGBTQ+ folks. Throughout the 60s, when belonging to the LGBTQ+ community was still illegal and largely seen as immoral, the Stonewall Inn was regularly raided by the Public Morals Division of the Police Department who would arrest and sometimes forcibly hospitalize gay people. As one of many frequent raids, the events of June 28th could have been unremarkable; however, on this particular night, things did not go as planned, and Stonewall's patrons decided to fight back, with hundreds of protesters from nearby bars and neighborhoods joining them. The protesters returned every night for 6 days, forcing gay rights and anti-gay systems to the forefront of American cultural conversations and pressing for change.



**\*LGBTQ+:** lesbian, gay, bisexual, transgender, queer/questioningl.

The “+” is an acknowledgement that there are other non-cisgender and non-heterosexual identities which are not included in the acronym.



Here, we would be remiss not to acknowledge the Black and Brown queer communities who worked -- and continue working -- at the forefront of the gay liberation movement: people like [Marsha P. Johnson](#), [Moms Mabley](#), [James Baldwin](#), [Alvin Ailey](#), [Audre Lorde](#), and many of the riot leaders at Stonewall on June 28th. The Black civil rights and gay civil rights movements were and are intricately intertwined, with leaders and activists often working fluidly between both causes with the shared goal of [equal rights for all](#). This was especially apparent in the summer of 2020, when George Floyd's murder sparked a renewed fight for justice just weeks before Pride would normally take place. As such, protests for racial equity ran parallel to and intertwined with protests and parades for LGBTQ+ rights, drawing attention to the intersectionality of individual identity, the complex and overlapping impacts of marginalization and discrimination, and the benefits of true inclusion and equity.

This strong connection between movements for racial equity and those for gay liberation is also evident in the new [Progress Pride Flag](#): a revamp of the iconic rainbow flag that seeks to honor Black and Brown communities and their tremendous contributions to gay liberation. The new flag adds a 5-colored chevron to the left side of the classic 6-stripe rainbow flag. This chevron includes black and brown stripes to represent communities of color, along with the colors pink, light blue, and white, pulled from the Transgender Pride Flag.

[Learn more about the different flags that represent different facets of the LGBTQ+ community.](#)

Given the prominence of Pride Month throughout the United States and the world, it's important that your organization takes the time to recognize the historical marginalization of the LGBTQ+ community, the contributions of LGBTQ+ employees, and the importance of equity both within the workplace and society at large.

In the spirit of inclusion, everyone in your organization should be invited and encouraged to participate enthusiastically. Also remember, it shouldn't be the sole responsibility of LGBTQ+ employees to organize their own recognition, and you'll find that it's transformative to have employees of every background participating in and learning during Pride Month. At the same time, you should not assume that someone wants to be involved simply because of their sexual orientation or gender identity.

The guide below will provide you with some tips and ideas for creating your own Pride Month Programming.



Intersectionality acknowledges that each person is a mix of overlapping and intertwined identities which lead to unique experiences of privilege and discrimination. For example, a gay Black man does not have the same experiences as a heterosexual Black man or a gay Black woman. And, none of these people would experience the world the same way as a White person would. It's also important to remember that many other dimensions of diversity -- like socioeconomic status, culture, age, nationality, and more -- also play a role.



## Communicate

It's important to communicate your recognition and celebration of Pride Month, both internally *and* externally. Internally, dedicate some team stand-up time to recognize LGBTQ+ change makers. Start a Slack channel to share LGBTQ+ related news articles throughout the month. Consider sending a special edition internal newsletter highlighting the actions your company will take in the next month, year, and/or 5 years, to become more LGBTQ+ inclusive.

But take note: if your company isn't already engaging in ongoing efforts around diversity, equity, and inclusion, your celebration of Pride Month may appear hollow or performative; this is known as [rainbow-washing](#). Make sure the actions you take this month are a part of your larger commitment to DEI and ingrained in your company's overarching mission, vision, and values.

Externally, celebrate Pride Month by highlighting your LGBTQ+ employees on social media (with their permission, of course), sharing your internal policies regarding anti-discrimination, and recognizing the LGBTQ+ innovators and disruptors who have shaped your industry. For example, [Lynn Conway](#), a famed pioneer of microelectronics chip design, [Sara Josephine Baker](#), the public health physician, or [Alan Turing](#), the famed mathematician and computer scientist.



## Educate

Educate your team and your audience throughout this month. Take cues from the suggestions above and release an LGBTQ+ innovators series relevant to your field of work. Bring in a [speaker](#) for your team or consider hosting a Pride event open to both your clients and the public. Share resources to help your team learn more, and if your organization has a Pride-related ERG, this is a great time to highlight their programming.

Alternatively, or additionally, host small group workshops around identity, reflection, or empathy building. Consider asking workshop participants to take [Harvard's implicit bias](#) test in order to draw attention to -- and mitigate future effects of -- unrealized biases against the LGBTQ+ community.

You may also choose to share online exhibits such as those at the [Leslie-Lohman Museum of Art](#) or the [GLBT History Museum](#).

Finally, encourage employees to read, listen, and watch -- to seek out books, movies, podcasts, radio shows, documentaries, and more pertaining to the LGBTQ+ experience. Some suggestions are below.



# Educate

## BOOKS

[Ask a Queer Chick](#) by Lindsay King-Miller  
[The Fire Next Time](#) by James Baldwin  
[Romance in Marseille](#) by Claude McKay  
[Sissy: A Coming-Of-Gender Story](#)  
by Jacob Tobia  
[Speak Now](#) by Kenji Yoshino  
[The Stonewall Reader](#) anthology  
[Sister Outsider](#) by Audre Lorde  
[Tasty Pride](#) cookbook  
[The Queer Advantage](#) anthology  
[Untamed](#) by Glennon Doyle  
[Black on Both Sides](#) by C. Riley Snorton

## MOVIES

[Kumu Hina](#)  
[Boys Don't Cry](#)  
[The Danish Girl](#)  
[The Death and Life of Marsha P. Johnson](#)  
[Laurence Anyways](#)  
[Ma vie en Rose](#)  
[Paris Is Burning](#)  
[Pay it No Mind: Marsha P Johnson](#)  
[Screaming Queens: The Riot at Compton's Cafeteria](#)

## PODCASTS

[A Gay and a NonGay](#)  
[Diversity: Beyond the Checkbox](#)  
(specifically our episodes with [Bernadette Smith](#), [Jake Rostovsky](#), [Steve Yacovelli](#),  
and [Michael Bach](#).)  
[Gayish](#)  
[LGBTQ&A](#)  
[Making Gay History](#)  
[Nancy](#)  
[Still Processing](#)  
[To L and Back](#)

## TV SERIES

[Gaycation](#)  
[Pose](#)  
[Sense8](#)  
[Transparent](#)  
[Veneno](#)

# Serve / Donate

Pride Month is a great time to consider donating your time, money, or knowledge to the LGBTQ+ community. Throughout San Francisco and the surrounding area, the [Turn Out](#) organization is a wonderful resource for matching “volunteers and nonprofits with resources, trainings, and support to effect high-impact service for LGBTQ+ causes.” In Los Angeles and New York City, [The Trevor Project](#) offers both remote volunteer options and in-person opportunities, and near the TDM headquarters in Raleigh, NC, the [LGBT Center of Raleigh](#) offers multiple volunteer programs. To find volunteer programs near you, visit [VolunteerMatch](#).

And don't forget, financial contributions are sometimes the most powerful way to support a cause or organization that you feel passionate about. Consider making annual or even monthly donations to [OutRight Action International](#), [The Marsha P. Johnson Institute](#), or the [Human Rights Campaign](#), or find a local organization to support utilizing [Charity Navigator](#).

Another way to financially support LGBTQ+ communities is to shop with and patronize LGBTQ+-owned businesses. Support local businesses in your own backyard and consider shopping online at [Dapper Boi](#), [WILDFANG](#), [Uncommon Coffee Roasters](#), [Mason Dixie](#), [Ash + Chess](#), [Kin + Kind](#), or [others](#).

You may also choose to offer your knowledge or expertise by mentoring LGBTQ+ students or young professionals in your field. Serving as an advisor for the next generation of changemakers is a great way to make long-term impact.





## Expand Your Network

Make an effort to expand your organization's impact and network by partnering with diverse suppliers, local universities, and organizations that support a diverse talent pipeline. Seeking diverse suppliers is a way to show ongoing support for LGBTQ+ communities. A supplier diversity commitment also benefits your company by introducing new products, services, and solutions while driving competition between existing and potential vendors.

Partnerships with diverse suppliers give your business a competitive advantage. Just make sure to keep an eye out for the Certified LGBTBE® designation which companies can achieve through the [NGLCC](#) (National LGBT Chamber of Commerce), an exclusive, third-party certification body which verifies that eligible businesses are majority-owned by LGBTQ+ individuals.

Also, consider reaching out to LGBTQ+ friendly colleges and universities in your region. Making these connections will help expand your talent pipeline and attract top candidates within your field. To find such schools visit the [Campus Pride Index](#): "the premier LGBTQ national benchmarking tool for colleges and universities to create safer, more inclusive campus communities."

# Collaborate

One of the most impactful ways to foster inclusion is by seeking out and listening to the perspectives and opinions of those you are trying to include. Reach out to LGBTQ+ leaders within your organization to seek their input on how they would like their identities and communities to be recognized during Pride Month and beyond.

If your organization doesn't already have a Pride ERG (Employee Resource Group), this might be a great chance to create one. This act can show that your company is dedicated to improving your workplace culture and can help to encourage free-flowing feedback between employees and leadership. ERGs encourage employee recognition, engagement, and collaboration. Furthermore, studies show a strong correlation between belonging and productivity, especially for underrepresented groups.

If you do already have a Pride ERG, make sure that they have space this month (and every month) to share relevant information and programming. To learn more about ERG best practices, watch our MicroVideo, [ERGs: How to Move from Talk to Action](#).





## Conclusion

Leveraging Pride Month to build understanding and awareness about LGBTQ+ identities, struggles, accomplishments, and experiences offers an invaluable opportunity for companies to cultivate inclusion and belonging. Organizations that invest their resources in celebrating Pride Month and supporting diverse identities throughout the year send a clear message to their employees and customers that they care about diversity, equity, and inclusion.

One of the best ways to honor the spirit of Pride Month is by strengthening your allyship. To learn ways you can use your privilege to benefit others and for actionable insights to counteract bias while promoting inclusion and equity, visit the [LGBTQ+ section in TDM Library](#).



For a comprehensive understanding of LGBTQ+ fundamentals, tips for allyship, and inclusion in the workplace, take our 2-hour course, [The ABCs of LGBTQ+](#).





