

[HOME](#)

[SUCCESS STORIES](#)

[CONTENT BY TOPIC](#) 

[About Us](#) | [Contact Us](#) | [Search](#) 

# our **perspectives**

## The Essential Role of Associations in Supporting LGBTQIA+ Rights and Celebrations

[Share](#)

[HOME](#)   [SUCCESS STORIES](#)   [CONTENT BY TOPIC](#) [About Us](#) | [Contact Us](#) | [Search](#) 

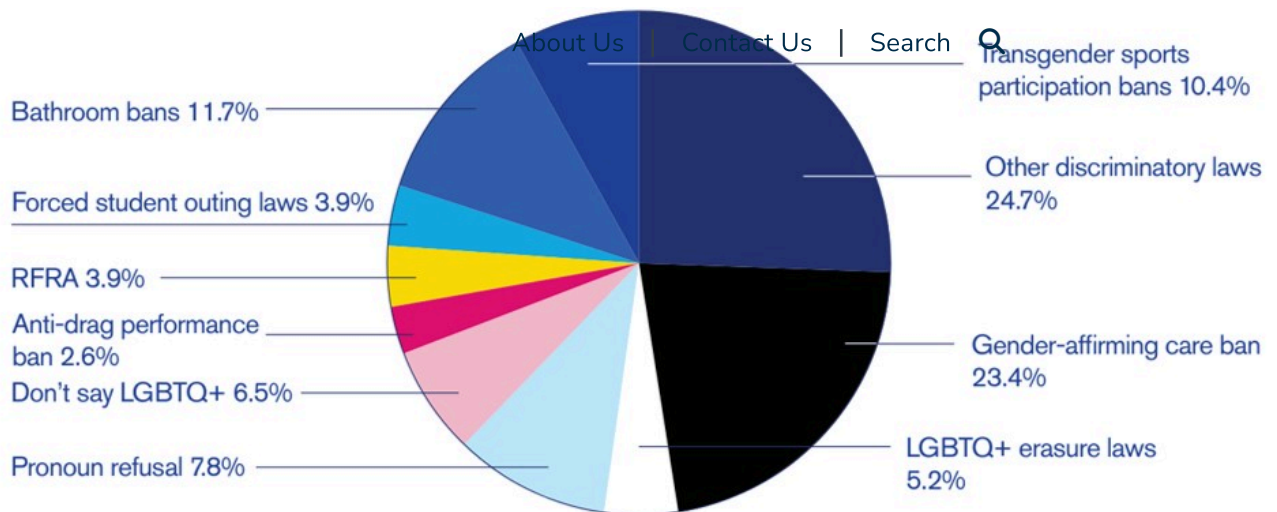
by *Annie Davidson*

**JUNE 10, 2024**

Reading Time: 3 minutes

June is Pride Month – a time to celebrate the lesbian, gay, bisexual, transgender, queer, intersex, asexual plus (LGBTQIA+) community and its history, culture, and rights. Pride Month serves as a significant opportunity to reflect on your organization's inclusivity practices, ensuring that your LGBTQIA+ members feel seen, respected, and supported.

The generational shifts in societal acceptance towards the LGBTQIA+ community are evident. However, substantive political and legal hurdles persist. **A review of recent legislation impacting the LGBTQIA+ community** reveals a concerning trend. In the previous year alone, 75 anti-LGBTQIA+ bills were passed, and the **American Civil Liberties Union (ACLU)** is tracking **515 similar future bills**.

[HOME](#)[SUCCESS STORIES](#)[CONTENT BY TOPIC](#) 

Source: **Human Rights Campaign**

## Educating members on LGBTQIA+ rights

The above statistics underscore the need for associations to stand as allies and advocate for their LGBTQIA+ members. Associations can provide their members with resources to positively influence the political landscape. Encouraging active participation in elections and promoting understanding of politicians' views on LGBTQIA+ matters are key. Additionally, members can stay informed about such developments through valuable platforms such as the ACLU or the Human Rights Campaign, which offers a comprehensive look into such legislation with its State Scorecards.

## Deciphering misinformation

Public opinion is shaped, in part, by the information disseminated by public figures and groups. Unfortunately, misinformation and negative rhetoric against LGBTQIA+ individuals are widespread. Here, associations can play a role in education and awareness by guiding members to resources like the **GLADD Accountability Project**.

[HOME](#) [SUCCESS STORIES](#) [CONTENT BY TOPIC](#) 

Pride Month calls for both activism and celebration – of LGBTQIA+ individuals and of the LGBTQIA+ members that create meaningful impacts in your association. Your organization can celebrate Pride Month by encouraging the display of Pride-themed apparels, the flying of the Pride flag, using the Pride frame on social media, and more. Hosting a social event for members to connect within your organization is another impactful option to commemorate Pride Month and build relationships.

## Providing additional resources

Engagement with arts and entertainment serves as a powerful means to understand and appreciate the rich tapestry of LGBTQIA+ experiences. Associations can promote this by curating a Netflix or Hulu watchlist of movies, television shows, and documentaries with LGBTQIA+ themes for members to learn more about the history and evolution of Pride Month. Your organization can also create a playlist for members filled with Pride-affirming music and LGBTQIA+ artists. [Click here](#) to listen to Smithbucklin's customized Pride Month playlist.

As advocates, we have a role in creating a safer, more inclusive society for everyone. Associations are uniquely positioned to support LGBTQIA+ members by promoting awareness, encouraging engagement, and fostering an ongoing culture of acceptance and celebration – not only during the month of June, but throughout the entire year.

Annie Davidson is a Corporate Marketing Manager at Smithbucklin. Annie helps oversee all internal communications for Smithbucklin employees and specializes in developing DEI-focused communications efforts.

[ADVOCACY](#)  [DEI](#)  [DIVERSITY EQUITY INCLUSION](#) 

[HOME](#) [SUCCESS STORIES](#) [CONTENT BY TOPIC](#) **ANNIE DAVIDSON**

she/her

Corporate Marketing  
Smithbucklin

## Related Articles



### How to Support Neurodivergent Members in Your Organization

Consider taking these concrete steps to prioritize the needs of neurodiverse members within your organization.

[READ MORE](#) 

### Advocating for Women: Strategies for Association Leaders

Learn about ways to actively support women in your organization during Women's History Month and throughout the year.

[READ MORE](#) 

### Accessibility Best Practices: Creating Positive Digital Experiences for All

Adhering to accessibility best practices and inclusive design principles can create a more inclusive digital user experience.

[READ MORE](#) 

HOME    SUCCESS STORIES    CONTENT BY TOPIC 

receive news and updates

About Us | Contact Us | Search 

→    **SUBSCRIBE NOW**

**CHICAGO**  
**1.800.539.9740**  
330 N. Wabash Ave., Suite 2000  
Chicago, IL 60611

**WASHINGTON, D.C.**  
**1.800.539.9740**  
2001 K Street, NW, 3rd Floor North  
Washington, DC 20006  
Visitor Entrance: Corner of L and 20th Street, NW



© 2025 Smithbucklin  
All Rights Reserved | [Privacy Policy](#) | [Website Terms of Use](#)

Login

- SOLUTIONS**
- PEOPLE**
- INSIGHTS**
- CAREERS**
- ABOUT US
- CONTACT US
- MEDIA