

**ALLOUT**

<http://www.allout.org>

May 2013



**HOW AND WHY  
ALL OUT?**

In 76 countries it is a crime to be gay; in 10 it can cost you your life.

All Out is mobilizing millions of people and their social networks to build a powerful global movement for love and equality.

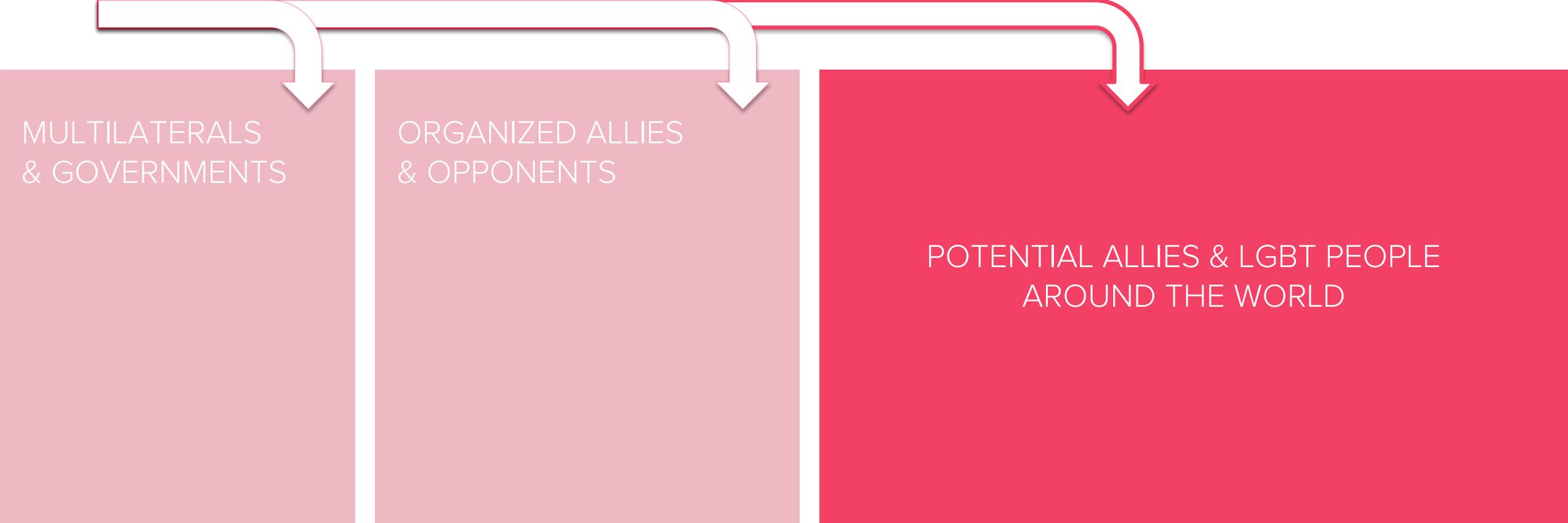
Our mission is to build a world where no person will have to sacrifice family or freedom, safety or dignity, because of who they are or whom they love.

WE STARTED ALL OUT  
BECAUSE THERE WAS  
A **GAP** THAT NEEDED  
TO BE FILLED.

# THE SCALE OF THE MOVEMENT DIDN'T MATCH THE CHALLENGES

Globally, the field focused on the major decision-makers within a human rights framework

THE OPPORTUNITY:  
Engage a mass base of people willing and able to push widespread cultural change

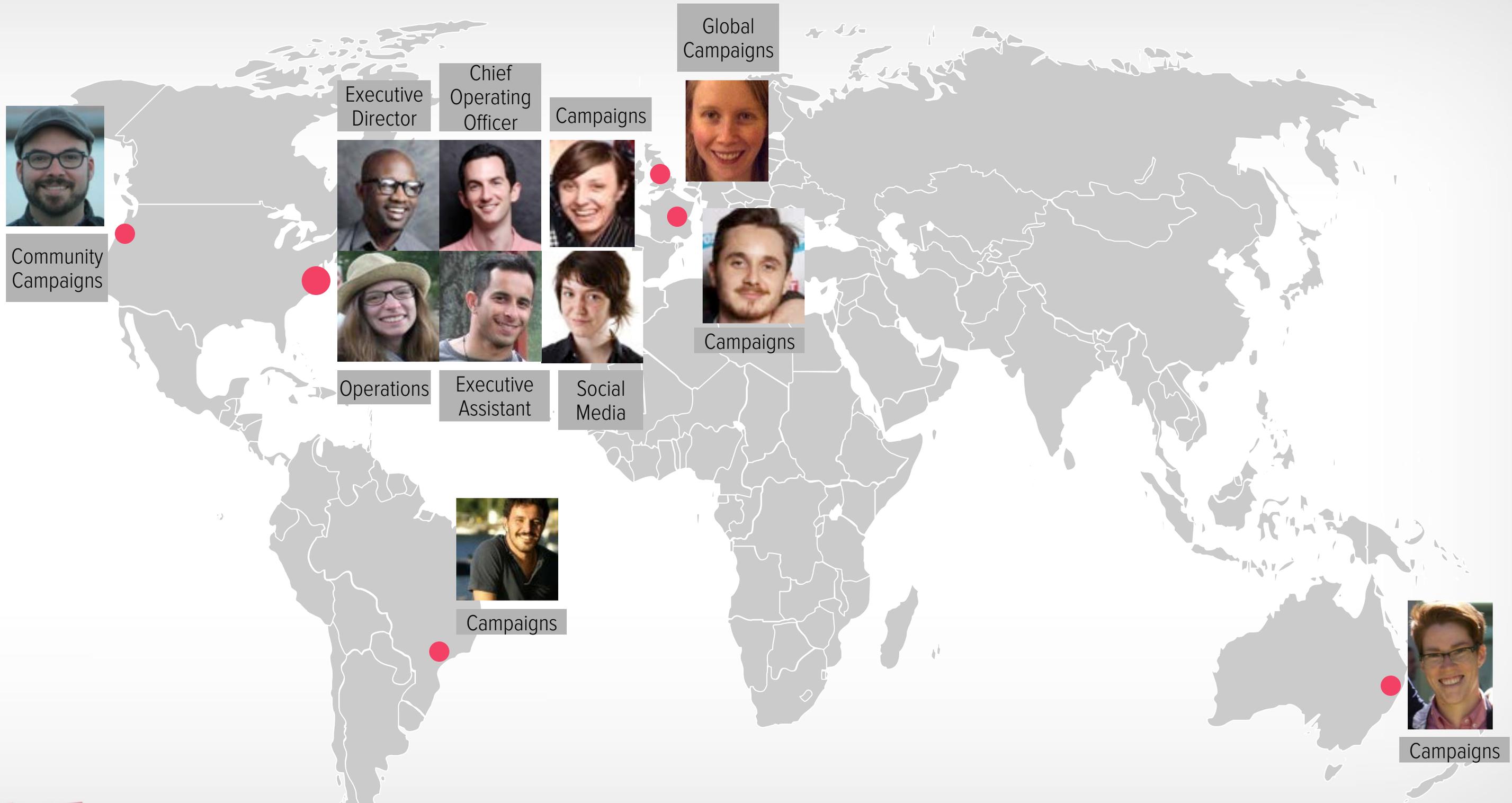


MULTILATERALS  
& GOVERNMENTS

ORGANIZED ALLIES  
& OPPONENTS

POTENTIAL ALLIES & LGBT PEOPLE  
AROUND THE WORLD

# Who we are:



# OUR GOALS

What will it take?

# Change Policy



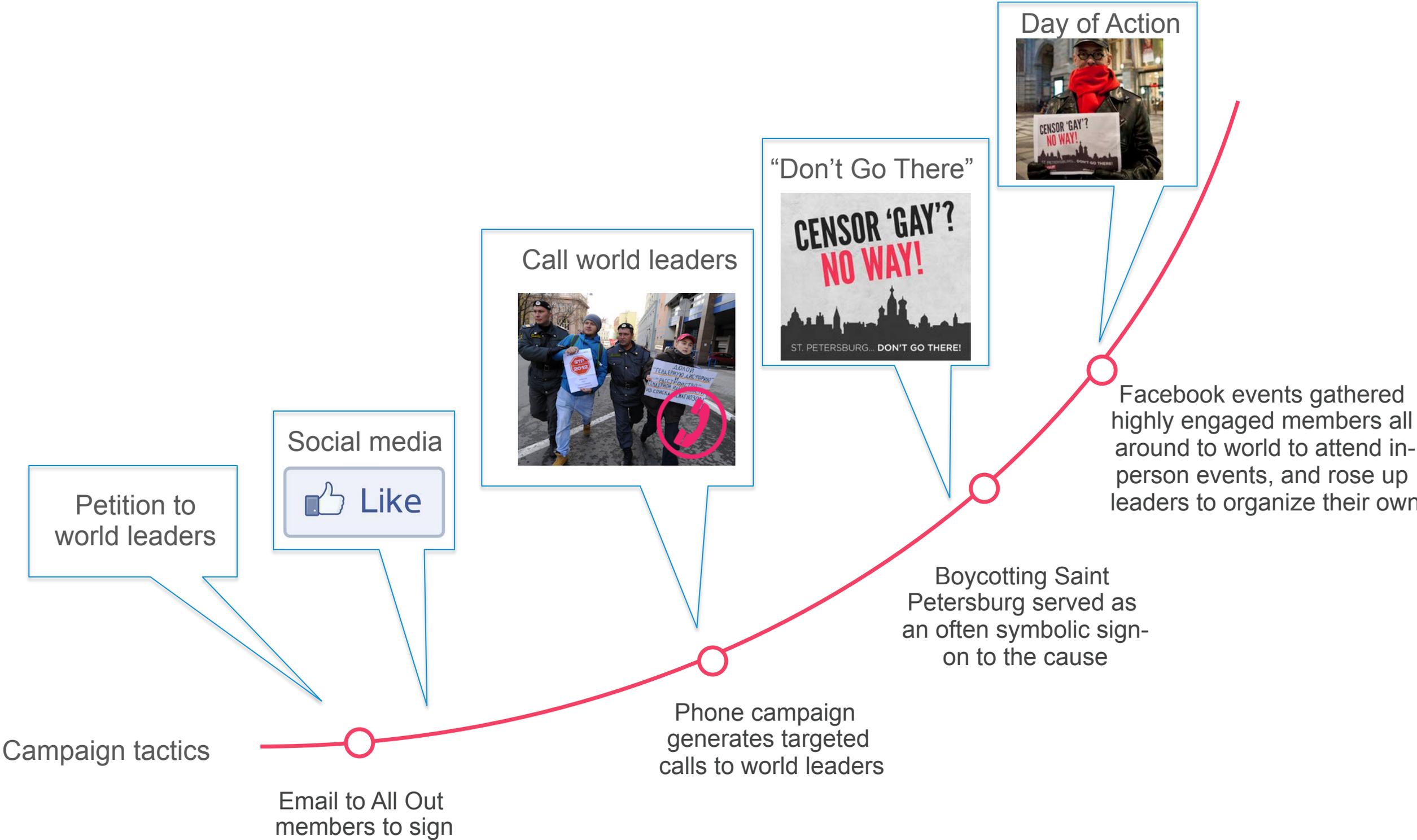
What will it take?

# Change Culture



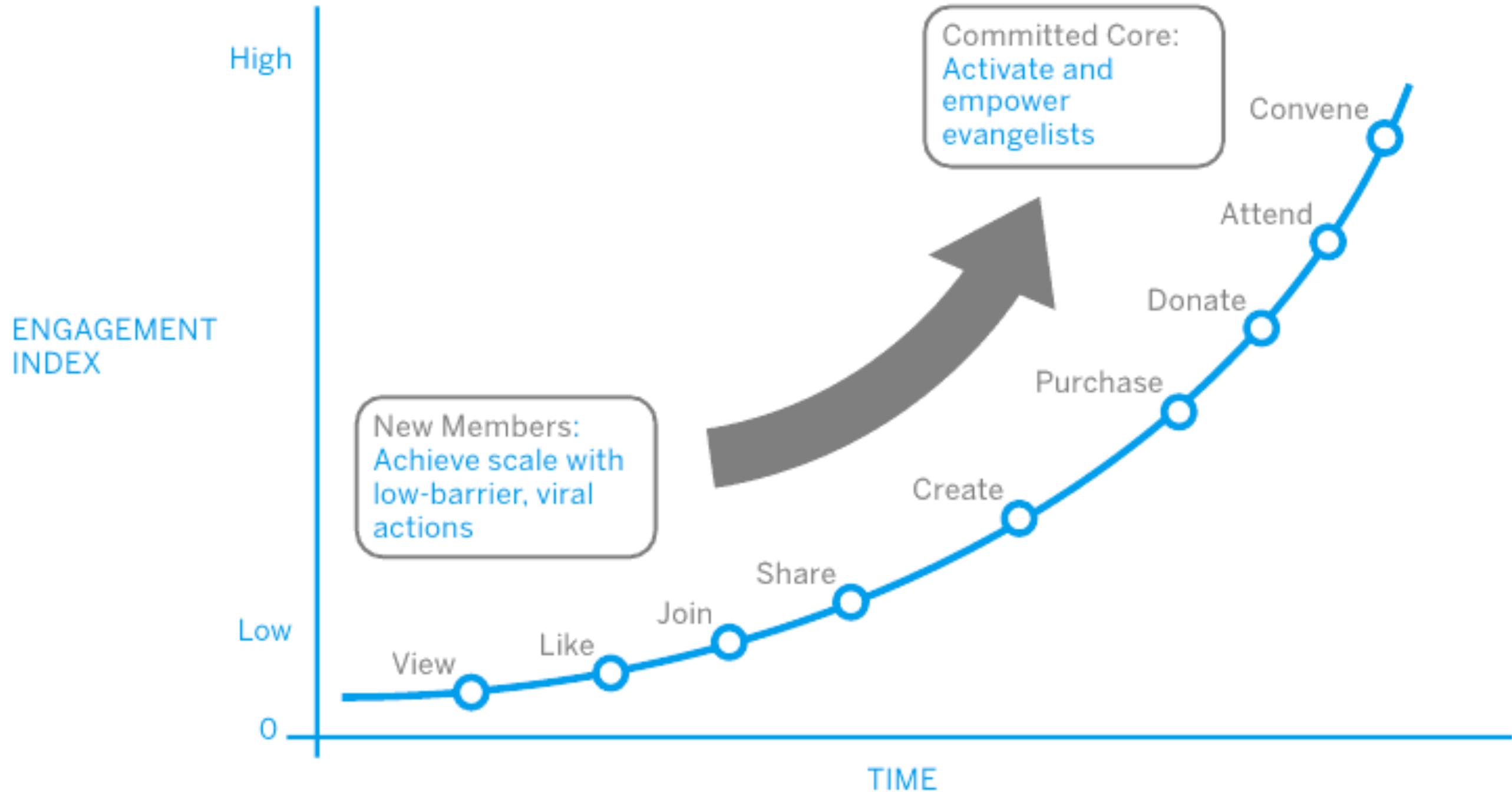
# OUR MODEL

# We run campaigns like this: [www.allout.org/russia\\_silenced](http://www.allout.org/russia_silenced)

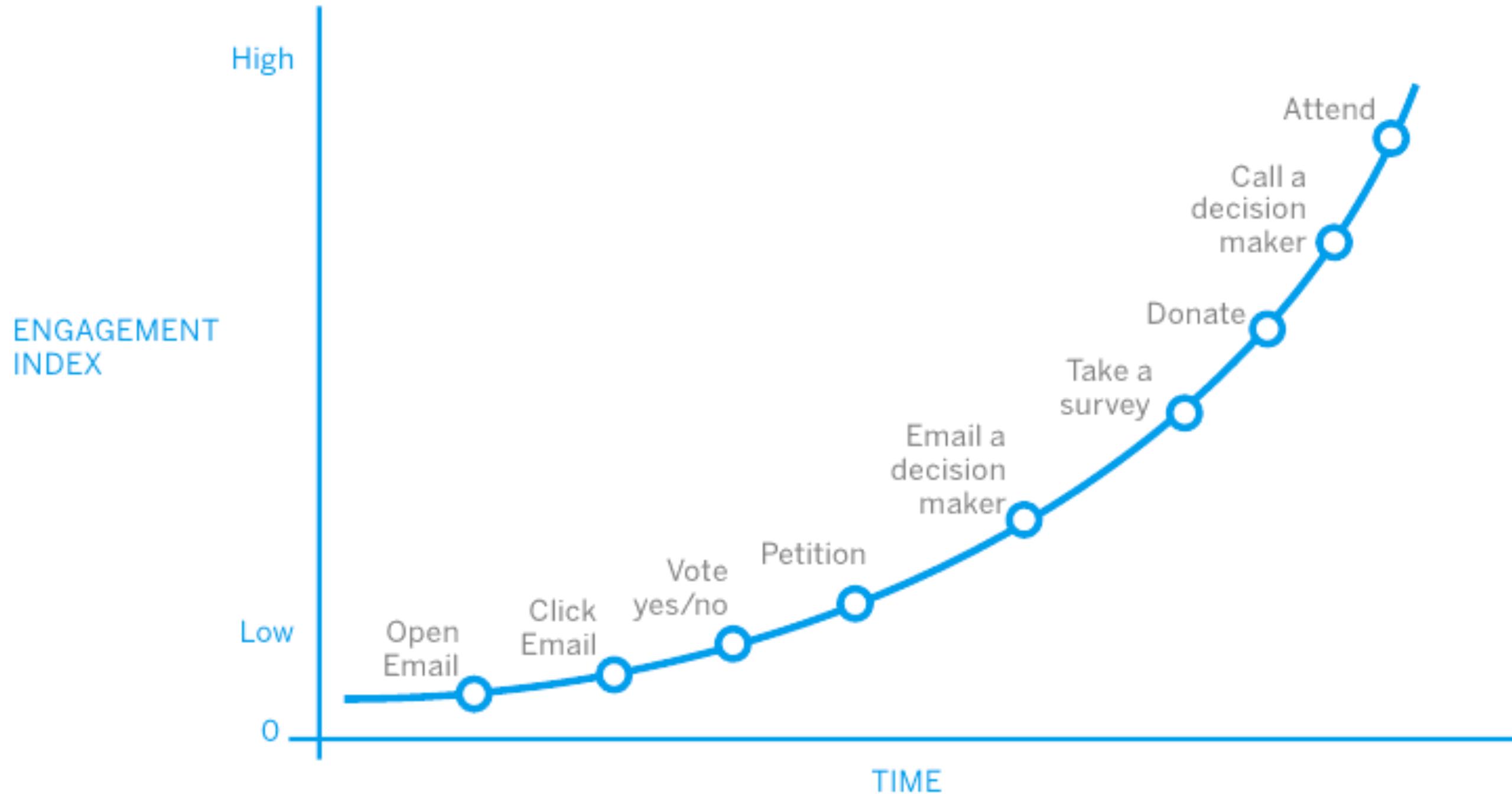


But also like this..

## The Commitment Curve



# The Commitment Curve: Email Campaigns



And use the best inspiration\* out there:



# HOW TO LAUNCH A SUCCESSFUL PETITION?

# What?

a compelling story

a concrete ask

a concrete target

**Why now?**

Why should I sign and share  
now?

**Why me (why should I sign?)**

How will my voice make a difference so the target is pushed to complete the ask?

# HOW TO SPREAD THE CAMPAIGN?

# Let the people spread it themselves

Does your campaign answer the who-  
what-why?

**Use your supporters** - activate them

# Use social media



**OUI!**

LA FRANCE A DIT OUI AU MARIAGE POUR TOUS !

**ALL OUT**

**All Out**  
J'aime · 23 avril

PARTAGEZ notre victoire: après des mois de travail et de manifestations, le mariage pour tous a été adopté en France 331 voix contre 225.

Les membres d'**All Out** ont accompagné la loi à chacune de ses étapes. Nous continuerons à combattre l'homophobie en France et dans le monde entier. Parlez-en autour de vous pour fêter ça.

[www.allout.org/fr](http://www.allout.org/fr)

Identifier · Ajouter un lieu · Modifier

J'aime · Commenter · Partager · Modifier

9 615 personnes aiment ça.

16 924 partages

**Luis Arruda** ❤️  
J'aime · Répondre · 23 avril, 18:10

**Mickael Delplanque** il y a 1 an ma fille de 16 ans ma annoncé qu'elle été en couple avec une fille pour ma femme et moi aucun problème car

**ALL OUT** Écrire un commentaire...

Create your own “macros” : simple message and identified branding

**HÉTÉRO,  
JE SOUTIENS  
LE MARIAGE  
POUR TOUS !**

**ALL OUT**

**All Out**  
Aimé(e) · 31 janvier

Vous êtes hétéro et vous soutenez le mariage pour tous et l'égalité en France ? Marquez votre page en PARTAGEANT ceci sur votre mur :

Identifier · Ajouter un lieu · Modifier

J'aime · Commenter · Partager · Modifier

135 personnes aiment ça.  
155 partages

Écrire un commentaire...

**Sponsorisé**

**Chauffeur-Privé**

Ne rentrez plus seul(e) La nouvelle appli pour ne plus galérer en rentrant de soirée

J'aime · 1 463 personnes aiment ça.

Make it easy for people who don't know what LGBT rights are to share this

# Create your own content



# Plan a media campaign

traditional media  
+ online media

press release  
+ pro-active pitch timing

Celebrities ?

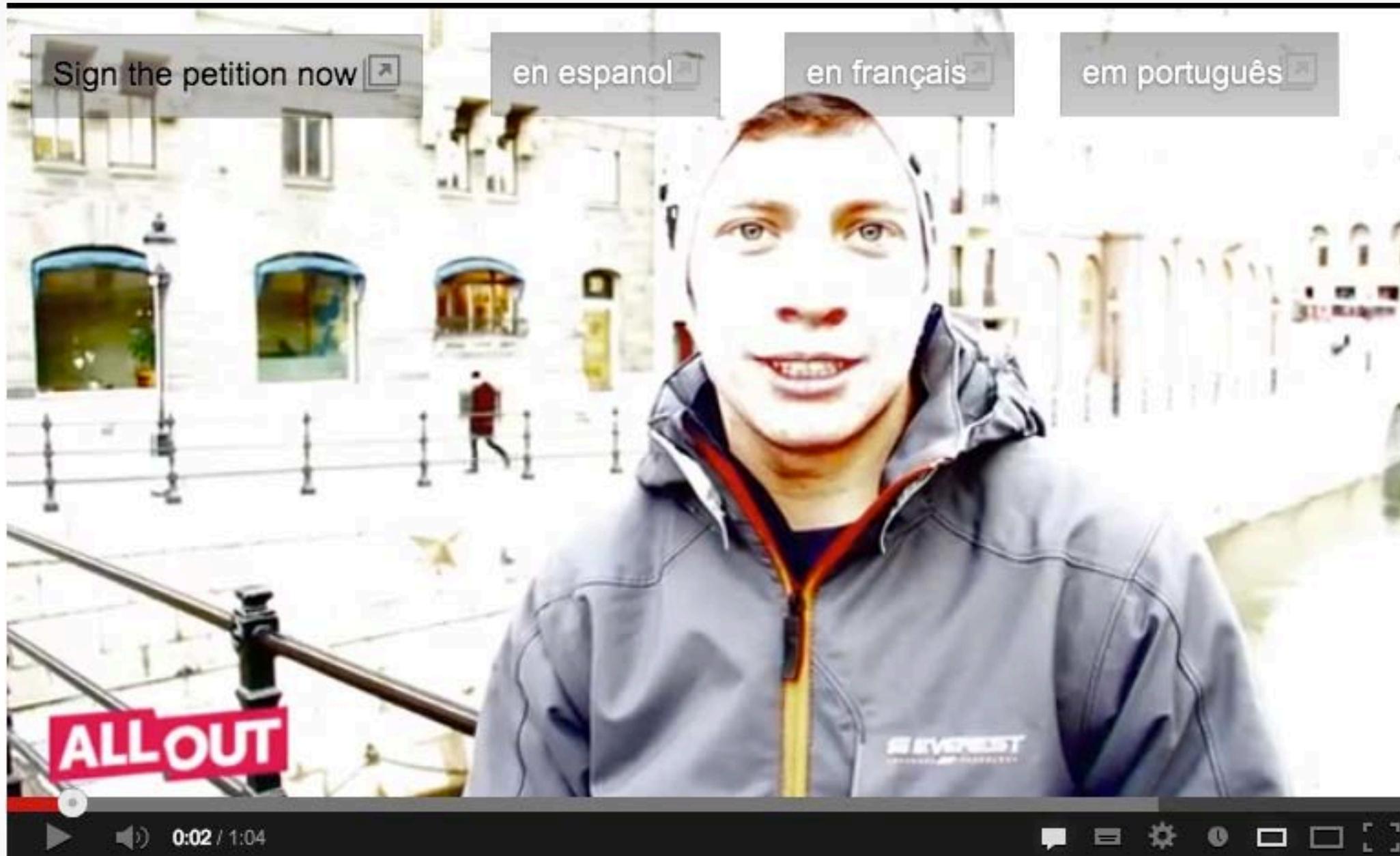
# VIDEO - TESTIMONIES

1. who is our main target audience?

2. talk to the heart

3. what is our "hook"?

4. what can viewers do after watching?



# CASE STUDIES

# ASYLUM FOR BRENDA

- 3 day campaign to stop the deportation of a lesbian asylum seeker back to her home country of Uganda
- 52,439 letters sent to U.K. Home Secretary Theresa May
- Thousands of calls to local MPs
- 50,000 new members to start the movement
- Brenda Namigadde spared deportation at the last possible moment



# GIVING THE RED CARD TO HOMOPHOBIA



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- Right before the Women's World Cup, Nigeria's coach bragged about kicking lesbian players off her team, calling them "dirty"
- 45,000 All Out members signed a letter to FIFA and rallied outside a World Cup game
- For the first time ever, FIFA denounced homophobia in the league at large

# DEFUNDING HATE ON CVN



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- CVN, a website that funnels donations to anti-gay orgs, was working with major brands like Westin, Hotels.com, Avis, and Expedia
- Within 3 hours and one parody ad later, All Out members wrote 1,000 posts on targeted Facebook walls to garner official responses
- CVN and other homophobic orgs lose dozens of sponsors after our campaign and call out the effort as “homosexual activism”

# SUPPORTING BRAZIL'S "EQUALITY MOMS"



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- After a series of homophobic murders in Rio de Janeiro, Brazil, All Out brought together mothers of LGBT kids to show “equality is a family value”
- They traveled to the Halls of Congress and the Rio Pride Parade to lend their powerful voices to the fight for an anti-discrimination bill
- In coordination with the city of Rio, the Equality Moms’ portraits went on tour through 4 public squares

# OPERATION RELOCATION



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- A dozen Iraqi refugees were endangered by a “kill list” targeting men who “seemed” gay
- Faced with a long process of evacuation through standard means, All Out members raised \$65,000 in 3 days for speedy removal to safety
- All of the Iraqi refugees have now been safely evacuated

# STOPPING FORCED STERILIZATION IN SWEDEN



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- To legally change your gender in Sweden, the government forced all trans people to undergo forced sterilization – with no option to freeze genetic material
- With local groups and even most politicians behind us, All Out set out to start the first public campaign to knock the law off the books
- More than **70,000** people signed on to successfully change Swedish legislation to end forced sterilization



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