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.
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

www.allout.org/nigeria
What will it take?

Change

Culture
OUR MODEL
We run campaigns like this: www.allout.org/russia_silenced

Campaign tactics:
- Petition to world leaders
- Social media
- Email to All Out members to sign
- Call world leaders
- “Don’t Go There”
- Facebook events gathered highly engaged members all around the world to attend in-person events, and rose up leaders to organize their own

Phone campaign generates targeted calls to world leaders

Boycotting Saint Petersburg served as an often symbolic sign-on to the cause

Day of Action
But also like this..

The Commitment Curve

New Members: Achieve scale with low-barrier, viral actions

Committed Core: Activate and empower evangelists

TIME

ENGAGEMENT INDEX

High

Low

0

View
Like
Join
Share
Create
Purchase
Donate
Attend
Convene
The Commitment Curve: Email Campaigns

- Open Email
- Click Email
- Vote yes/no
- Petition
- Email a decision maker
- Take a survey
- Donate
- Call a decision maker
- Attend
And use the best inspiration* out there:

*Subscribe to all of these orgs now!
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
OUI !
LA FRANCE A DIT OUI AU MARIAGE POUR TOUS !

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 continuons à combattre l'homophobie en France et dans le monde entier. Parlez-en autour de vous pour fêter ça.

www.allout.org/fr

J'aime - Commenter - Partager - Modifier

# 9 615 personnes aiment ça.
# 16 924 partages

Luís Arruda ❤️
J'aime - Répondre - 23 avril, 18:10

Mickael Delplanque il y a 1 an ma fille de 16 ans ma annoncé qu'elle était en couple avec une fille pour ma femme et moi aucun problème car...
Create your own “macros” : simple message and identified branding

HÉTÉRO, JE SOUTIENS LE MARIAGE POUR TOUS!

Make it easy for people who don’t know what LGBT rights are to share this
Create your own content

Did you know..
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
- 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

All Out launched its first campaign of 2011 to highlight the urgent case of asylum seeker Brenda Namigadde. Brenda fled to the UK from Uganda eight years ago after she and her partner were attacked and forced into hiding.

With Brenda's imminent deportation pending, and increasing threats from one of Uganda's most notoriously homophobic politicians, All Out rallied over 60,000 people in over 160 countries to write to the UK Home Secretary. In three days, All Out members wrote emails, made phone calls, and marched in the streets of London, creating worldwide media interest in Brenda's story.

In the final hour a judge granted Brenda a new asylum hearing. It could not have happened without the global people power that All Out was able to mobilize.
GIVING THE RED CARD TO HOMOPHOBIA

- 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
DEFUNDING HATE ON CVN

- 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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STOPPING FORCED STERILIZATION IN SWEDEN

- 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
Guillaume Bonnet
Senior Campaign Manager

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