



2023 Recommended Activation Moments

The Trevor Project celebrates LGBTQ Pride every day and invites corporate partners to activate with us year-round. This document highlights notable cultural moments that are relevant to our mission and the LGBTQ youth we serve. In alignment with this calendar, here are four impactful ways we can work together to create a partnership that is timely, engaging, and truly one-of-a-kind.

Four Big Ways To Show Up For LGBTQ Youth With The Trevor Project

Celebrate A Cultural Moment

Activate your brand during an important moment within LGBTQ culture by creating a cause marketing campaign or content marketing program that honors the LGBTQ community, affirms LGBTQ youth, and highlights your partnership with Trevor. Or partner with Trevor to produce a custom educational workshop or exclusive day of service for your employees!

Amplify Trevor's Research & Resources

Drive conversation and awareness among existing or aspirational audiences by licensing Trevor's owned research or tapping our expertise for co-branded social graphics and other content marketing. In doing so, you'll position your company as a thought leader and dedicated ally that uses your channels and platforms to inspire change for a better future for LGBTQ youth.

Examples of our research briefs and white papers can be found [here](#).

Partner On Educational Content

Integrate your brand into custom versions of Trevor's educational resources, such as our youth handbooks, blog posts, or digital guides on allyship and suicide prevention. We can also co-develop new educational material that aligns with your brand's mission and audiences. Share these resources at timely moments throughout the year.

Find our current library of guides and resources [here](#).

Sponsor A Trevor-Owned Campaign

Partner with Trevor on one of our omni-channel digital marketing campaigns. These Trevor-owned campaigns offer extensive opportunities for your brand to be featured as a key supporter of our mission, and will provide specific assets and messaging to activate across your channels. *Check out our 2022 [Stories of Pride](#) campaign.*

I'm Interested In Activating During One Of These Moments! What's Next?

How we activate with each of our corporate partners is both unique and custom. For reference, beyond providing a flat minimum donation to Trevor, some corporate partners release merchandise with a portion of the proceeds benefiting Trevor. Some give customers an opportunity to donate to Trevor at point-of-sale by “rounding up at the register.” Others may sponsor a corporate match and agree to match individual donations 1:1, 2:1, or 3:1 during a marquee fundraising moment. Each partnership structure includes a variety of recognition benefits that'll help our partners achieve their goals, and aligns with your minimum donation to Trevor's programs. Reach out to your partnership manager to develop an activation plan that aligns with your brand, goals, and budget!

| Relevant Calendar Moments | Suggested Ways To Partner With Us | | | |
|---|-----------------------------------|------------------------------|--------------------------------|---------------------------|
| | Celebrate A Cultural Moment | Amplify Research & Resources | Partner On Educational Content | Sponsor A Trevor Campaign |
| February Valentine's Day: Bring to the forefront affirming and inspirational stories of love within the LGBTQ community Black History Month: Amplify Trevor's data on or resources for Black LGBTQ youth, such as <i>Black and LGBTQ: Approaching Intersectional Conversations</i> | X | X | X | |
| March Women's History Month and International Women's Day: Commemorate the achievements of female LGBTQ trailblazers and empower female LGBTQ youth Trans Day of Visibility: Help Trevor | X | X | X | |

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| <p>amplify our research on and resources for trans youth, such as <i>A Guide to Being an Ally to Transgender and Nonbinary Youth</i></p> | | | | |
| <p>April Lesbian Visibility Day: Highlight and affirm the experiences and beautiful diversity of this LGBTQ community National Volunteer Week: Join Trevor’s annual gratitude campaign that focuses on showing appreciation for the hundreds of volunteers who power our work</p> | X | | | X |
| <p>May Mental Health Awareness Month: Demonstrate your commitment to fostering positive mental health through education, content, and conversation Asian American and Pacific Islander Heritage Month: Help Trevor amplify our groundbreaking research on Asian LGBTQ youth mental health International Day Against Homophobia: Speak out against discrimination and promote authentic LGBTQ allyship Pride Season: Launch your Pride campaign with Trevor before June and get ahead of the competition</p> | X | X | X | |
| <p>June Pride Month: Join our biggest campaign of the year! But don’t forget: at Trevor, Pride is a year-round affair. Trevor actively promotes Pride messaging on our channels from May through August, but Pride celebrations happen all over the world at different times of the year.</p> | X | X | X | X |
| <p>July End of Trevor’s Fiscal Year: Join Trevor for this exciting and urgent donor engagement campaign BIPOC Mental Health Awareness Month: Engage in powerful</p> | X | X | X | |

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| <p>dialogues about intersectionality and raise awareness about the unique mental health challenges of BIPOC LGBTQ youth</p> | | | | |
| <p>August Back to School Season: Show support for LGBTQ youth who may be struggling with bullying or other challenges at school</p> | X | | X | |
| <p>September Suicide Prevention Awareness Month: Raise awareness about the second leading cause of death for young people BiWeek / Celebrate Bisexuality Day: Bisexual youth comprise a substantial proportion of the LGBTQ community; help increase their visibility and amplify their experiences National Latinx Heritage Month: Boost Trevor's research and resources for Latinx LGBTQ youth</p> | X | X | X | |
| <p>October LGBTQ History Month: Commemorate the incredible history of our diverse LGBTQ community National Coming Out Day: Help create a world where every LGBTQ young person feels safe to come out, such as by promoting advice from Trevor's <i>Coming Out: A Handbook</i> World Mental Health Day: Activate as a champion of mental health and share resources for suicide prevention</p> | X | | X | X |
| <p>November Transgender Awareness Week / Transgender Day of Remembrance: Spread awareness of the unique challenges of trans and nonbinary youth Giving Tuesday: Raise money for Trevor during this international moment of generosity which drives billions of global impressions — and</p> | X | X | X | |

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| billions in fundraising | | | | |
| December Trevor's End of Year Campaign: Partner with us during our second biggest fundraising moment of the year (after Pride) Holiday Season: Show support for LGBTQ youth facing challenging home situations or familial rejection | X | | | X |