

Tab 1

Tips for making a successful pledge

We recommend following a SMART template to make your pledge as successful as possible. Below, we have included examples of how you might work interpret each step, as well as an example pledge:

Specific

Make sure your goal has strict boundaries to work within so you do not feel overwhelmed. For example, providing gender neutral facilities.

Measurable

Your goal should be easy to identify when it has been reached. For example, hosting raising £100 for a trans charity.

Achievable

A pledge doesn't have to be massive to be meaningful. Your goal can be as small or as large as you like.

Relevant

As well as asking that your pledge is relevant to supporting the trans+ community, why not try and connect it to your business? For a bookstore, that could be hosting events with or promoting books by trans authors. How could you connect your pledge to what you provide to customers?

Time-bound

We'll check in on how you're doing with your pledge at intervals, so it's important to have an idea of when you want to achieve your goal by. Once you've met this first goal, we can collaborate on your next big idea! Depending on what you want to do, reasonable deadlines might be within 3 months, 6 months, or a year.

Example pledges

By December 2025, Smith's Cafe pledges to make all our toilets gender-neutral and amend the signage to reflect this.

Penny's Books pledges to have at least one book by a trans author in our newsletter every month from October 2025 to October 2026.

David & Sons pledges to have trans inclusivity modules included in our mandatory training from April 2026.