

Write Letters to Trans Folks:

Tips for Teams

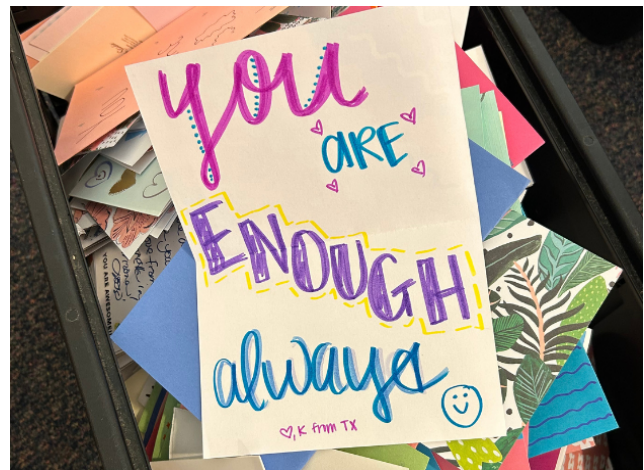
Since 2016, Point of Pride has worked to uplift the most vulnerable members of our trans community and help them access necessary, life-changing health and wellness services. On behalf of the folks we serve, **thank you for your interest in supporting our mission.**

(P.S. If you're writing letters as an individual, many of these same recommendations still apply!)

Getting started

Space needed

- Letter writing can happen as an in-person, virtual, or hybrid event. Later on, we'll provide some considerations for each of these types.



Materials needed

- Please provide your participants with paper and markers. The rest is up to whatever you'd like to supply or have on hand: you can use construction paper, note cards, folded greeting cards, pens, paints, crayons, stickers—feel free to be creative!
- Please do not provide envelopes, glitter, or 3D embellishments.

Sample messages

The heart of every message should be to provide positive, encouraging language. Let recipients know that they are valid and valued.

- “You are enough, always!”
- “Be strong, be beautiful, be proud, be you!”
- “You are so loved. Don’t ever forget that!”
- “I’m so proud of you, just for being you.”

- “You are a gift to this world. Keep being you!”
- “Stay strong, stay bold, stay true to yourself.”
- “You are powerful and valuable, and I’m rooting for you!”
- “I believe in you. Be true to who you are! —A friend”
- “I want you to know I see you and I support you. —Your friend from state/country”
- “You are an incredible person who is growing and changing. Keep pushing forward.”

If you’re multilingual and would like to write a message in a language other than English, we ask that you also include an English translation, so we can help ensure the recipient is able to read it—even if they don’t speak the primary language of the country they live in.

Impact

Since 2016, Point of Pride has served thousands of people in all 50 states and around the world, distributing 22,000+ handwritten letters in that time. 88% of recipients are trans young people under the age of 24 who often lack validation and support in their day-to-day lives.

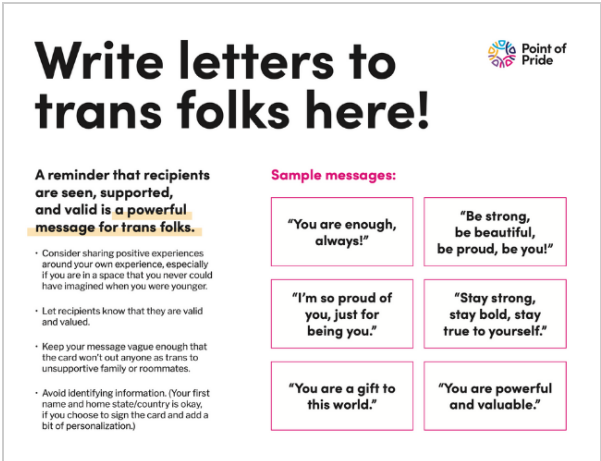
Boosting engagement

Signage, decks, and more

Here are some optional resources you can download and use for your event:



Volunteer here!
Letter-writing for Point of Pride



Write letters to trans folks here!

A reminder that recipients are seen, supported, and valid is a powerful message for trans folks.

- Consider sharing positive experiences around your own experience, especially if you are in a space that you never could have imagined when you were younger.
- Let recipients know that they are valid and valued.
- Keep your message vague enough that the card won't out anyone as trans to unsupportive family or roommates.
- Avoid identifying information. (Your first name and home state/country is okay, if you choose to sign the card and add a bit of personalization.)

Sample messages:

"You are enough, always!"	"Be strong, be beautiful, be proud, be you!"
"I'm so proud of you, just for being you."	"Stay strong, stay bold, stay true to yourself."
"You are a gift to this world."	"You are powerful and valuable."

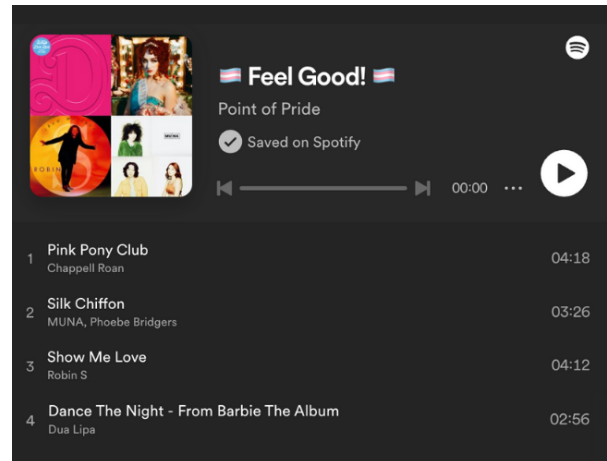
[“Volunteer Here” sign](#)

A printable sign to hang in an in-person event space. (8.5x11”)



[Sample Messages sign](#)

A printable sign for participants to reference. (8.5x11”)



[Deck Template](#)

A Slides presentation template to help structure your virtual or hybrid event. Feel free to download your own version and edit!

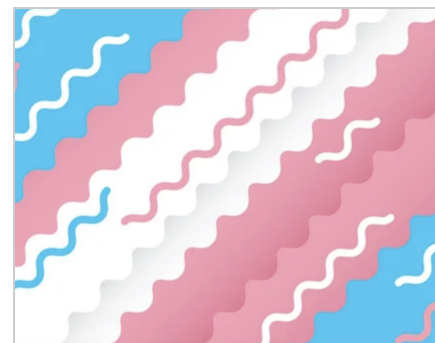
[Spotify Playlist](#)

While folks are writing their cards, you may choose to play some background music. We’ve put together a “Feel Good” playlist full of LGBTQ+ songs and musicians that you can use or draw inspiration from.



[Thank you video](#)

A video from our Executive Director you can share with participants. (2:13m)



Print-ready postcard

Download and print at home or send to your preferred printer.

- [Download 5x7" \(PDF\)](#)
- [Download 4x6" \(PDF\)](#)

Discussion topics

Many facilitators use the time spent writing cards to also facilitate meaningful conversations about LGBTQ+ topics. You may want to suggest some open-ended topics or questions to your group for discussion as folks write messages. Some ideas include:

- Sharing personal experiences or stories: this can include coming out, developing allyship, standing up for LGBTQ+ rights, and more and will depend on the comfort level of participants to engage.
- Sharing the messages participants have chosen to write on their cards.
- Discussing the importance of representation for queer people in media and society.
- Exploring ways to create inclusive and supportive environments.
- Reflecting on what it means to be an ally and how to actively support LGBTQ+ issues.

Tips for in-person events

- You might consider decorating the space, or providing snacks or lunch for attendees.
- Some facilitators have left a table set up with supplies in a shared office space, like a hallway or conference room, for Pride month or another longer period of time. That way, employees can make a card here and there as they're walking through the shared space. Your whole office can watch the number of cards increase over time.

Tips for virtual, hybrid, and multi-location events

- You can daisy-chain conference rooms at multiple locations together into a single video conference. Virtual participants may also join in. If your video conference has recording capability, it can be shared with folks who could not attend.
- Point of Pride staff or volunteers may be able to join your event in real-time to briefly introduce the organization and thank participants in real-time. We can also pre-record a video thank you message for participants. If this is of interest, please reach out to us!
- If participants wish to create digital cards, they may do so! Your participants can send us JPG or PDF files of their cards. Please email your images directly to binders@pointofpride.org with a subject line of "Digital cards attached" or similar, with all images in a ZIP file smaller than 10MB. You can also invite us to a Google Drive folder if the ZIP file size exceeds 10MB. (Please note that our team has a B&W printer only, and that we will only print each card once to keep some of the magic and uniqueness of each card special for recipients.)
- To increase the fun and engagement, you can set goals ("Everyone will write at least 10 cards!" or "Let's see who can make the most creative card.") You can also stir up friendly competition ("Can the Chicago office write more total cards than the New York team?")
- Ask participants to stay on the call until the end of the event to show the cards they've created with one another.

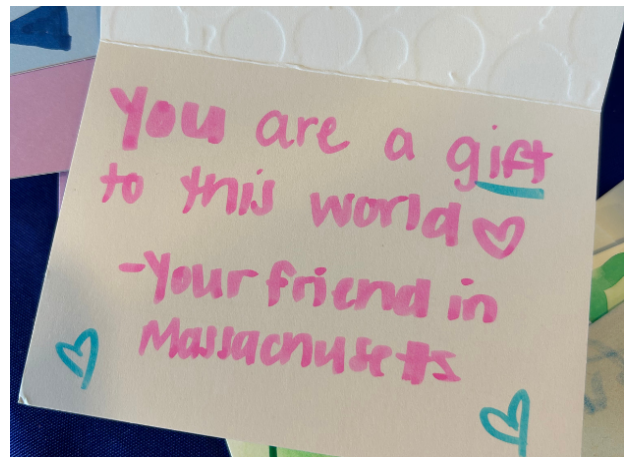
Volunteerism grants

Many companies offer volunteer grant programs, in which a company will donate to a charitable cause in recognition of their team members who volunteered their time and talents. You can find us on Benevity and Goodera. If your company uses another platform, or you don't see us listed, please email info@pointofpride.org. More information on volunteerism grants, employee match programs, and contact details can be found on [this webpage](#).

Tag us on social

Many company teams have their own social media pages and wish to share photos of the event, the participants, and the cards created. You are welcome to tag Point of Pride or link to our website.

- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)



Amplifying your impact

Donation & sponsorship

Many letter-writers wish to cover the cost of shipping the support packages that these cards will accompany. If you participants would like to donate, we suggest a gift of \$3 per card. This is the average cost of postage to mail a support package to a recipient within the United States. Of course, donations of all sizes are welcome and go a long way in supporting our mission.

- **Check:** You may enclose a check payable to "Point of Pride." Please put the check in a clearly labeled envelope or with a sticky note "TO POINT OF PRIDE STAFF" so we don't miss it among your cards.
- **Online:** Please make your gift via the [PayPal Giving Fund](#), which has no transaction fees, so 100% of your donation goes straight to our direct support services.
- Gifts above \$1,000 include additional sponsorship recognition benefits.

For questions, or if your organization requires an invoice before making a gift, please contact:

Jeff Main, Executive Director and Co-founder

info@pointofpride.org

(458) 205-5910

Point of Pride is a 501(c)(3) non-profit organization. GuideStar and Charity Navigator—two independent agencies committed to transparency and accountability for non-profits—have each given us their highest levels of recognition. Our EIN is 81-2185477.

DEIB trainings & lunch-and-learn sessions

Point of Pride has partnered with organizations across industries to deliver DEIB training, lunch-and-learn sessions, and panel discussions designed to empower organizations and participants with the knowledge and tools needed to create and foster inclusivity. Topics include:

- **LGBTQ+ cultural competency:** an introduction to terminology and topics.
- **Trans experiences:** understanding the realities of trans folks in safely navigating employment, gender-affirming care, or simply daily life.
- **Employment equity:** empowering employers and HR professionals to create inclusive workplaces that attract, support, and retain LGBTQ+ talent.
- **Allyship:** fostering active support and advocacy for LGBTQ+ individuals, promoting understanding, and challenging discrimination.

Many ERG facilitators have found that combining a speaking engagement with a letter-writing event has a significant impact on participants, helping them better understand the needs of the trans community before writing supportive cards.

You might also choose to schedule a speaking event to coincide with notable occasions such as Trans Day of Visibility (March), Pride (June), LGBTQ+ History Month (October), and Trans Week of Awareness (November). Activations at any time of year reinforce that allyship is a continuous commitment.

The training provided us with comprehensive information, allowing us to develop a more nuanced understanding of the experiences and needs of our trans and LGBTQ+ colleagues. We left feeling empowered to make positive changes within our communities.



—Sage Levene, Social Impact at Hypha
HubSpot Development

To explore a potential speaking event, please contact Jeff Main, Executive Director and co-founder, at info@pointofpride.org.

Mailing instructions

We recommend stacking your letters together and placing them in a flat-rate mailer or box to send in bulk. This helps keep things organized and saves on postage.

Before you mail your letters: Please [fill out this quick form](#) to help us track your incoming package. After submitting the form, you'll get a QR code by email. If possible, print the QR code and place it inside your package. If you can't print it, just include your name or email address instead.

Then, mail your notes to:

Point of Pride
PO Box 7824
Newark, DE 19714

If you're mailing your cards with FedEx, please make sure to choose FedEx Ground, which works with USPS for the final delivery. Other FedEx options may not go through.

Ready-to-send checklist

Before you send in your cards, please double-check the following.

- ☐ The cards are not enclosed in envelopes.
- ☐ The cards do not contain glitter or 3D embellishments.
- ☐ If mailing via FedEx: You will select "FedEx Ground" for your delivery method.
- ☐ If you would like delivery confirmation: You will send it as a USPS First Class package to receive a tracking number.
- ☐ If enclosing a donation: You will include a check payable to "Point of Pride" in an envelope or with a sticky note labeled "TO POINT OF PRIDE STAFF."

Providing feedback

We encourage you to provide feedback on the event and share your experiences. We love to receive testimonials from participants, which help us highlight the positive impact these engagements have on fostering understanding and allyship within our community.

Once again, **thank you** for taking the time to affirm and empower the most vulnerable members of the trans community.