

Tab 1



FAITHFUL PRIDE

Group Rally Toolkit

This year, Faithful America is launching the **Faithful Pride Campaign** to show our queer siblings that they are loved, seen, and cared for. **Throughout June, Faithful America members nationwide will gather, participate in, and lead a series of events aimed at loving our LGBTQ neighbors. No exceptions. You can learn more about the Faithful Pride Campaign [HERE](#).**

Even as Donald Trump and his authoritarian allies work hard to reverse the many civil rights and cultural victories of the LGBTQ community, we, as social justice Christians, refuse to let hate have the last word. **That is why Faithful America members just like you are connecting with other social-justice Christians in their communities to show a faithful public witness of God's love and acceptance of our LGBTQ neighbors.**

We know when we stand together publicly in opposition to Trump's authoritarian agenda and Christian nationalism that we can make a real difference -- and be a physical reminder to our LGBTQ neighbors that they are not alone in these fearful times.

Faithful America is providing the materials and resources below to help you organize your group to participate in various Pride Month marches, protests, and celebrations. **This Faithful Pride Group Rally Toolkit is designed to equip Faithful America members to create events using the Mobilize platform, utilize the Faithful Pride rally sign pack, effectively organize other social-justice Christians, and plan a day of action with your group.**

Thank you for everything you do to love your neighbor and bring more light and love into our local LGBTQ communities where they are needed now more than ever.

Before Your Pride Rally:

Find a Pride Event Near You:

There will be thousands of local Pride Month events happening across the country throughout the month of June -- and beyond. If you haven't already identified a local Pride event in your community, you can use the following resources to search for one near you:

- ☐ Start with a simple Google search of "[Pride Month events happening near me](#)"
- ☐ Check to see if a [Faithful Pride Group Rally](#) has already been posted near you
- ☐ [Gay Cities Pride Finder](#)
- ☐ [IGLTA Pride Calendar](#)

Register Your Group Using Mobilize:

Faithful America is using the Mobilize platform to make it easy for Faithful America members to identify other social-justice Christians in their area who would like to participate in Pride Month events together. You can register your group rally using the link below:

[Faithful Pride Mobilize Group Rally Event Creation](#)

Below is a checklist of all the information you will need in order to register your event on Mobilize. Please ensure the event information you provide on Mobilize is accurate and complete. **Failure to provide this information on your Mobilize event registration will either a) prevent you from successfully registering your event or b) misinform others who want to join your event.**

Checklist:

- ☐ Your city or region name

Event title*
Faithful Pride @ [YOUR CITY NAME]

- ☐ Pride event type:

- ☐ Community Event
☐ Rally
☐ Solidarity Event
☐ Advocacy Event

Event Type*
▼

- ☐ Event description

- ☐ Faithful America has provided a default description of the event.
However, it is recommended that you update the description to reflect the details and needs of the Pride rally you are attending.

Description*
[Default description]

You can change or add to this recommended description.

- ☐ Visibility

- ☐ You have the option to make your registered event public or private. ***It is recommended that you keep your event public to ensure maximum***

visibility to other local members, which will aid in your recruitment efforts.

Visibility

- ☒ Public — Listed on Faithful America's public feed and on select partner feeds. Anyone can view the event page.
- ☐ Private — Only people with a link can view the event page.

☐ Location type

☐ *Indicate whether your event will be "In-person" or "Virtual."*

Location

Type

- ☒ In-person
- ☐ Virtual

☐ Location address

☐ *You will need to provide an address to ensure other attendees can find the event. This address can be either the location of the Pride event itself or a separate location where your group will gather together prior to attending the Pride rally. **Please indicate your choice in the event description.***

Add a location to help supporters find this event.

☐ Date and time

☐ *You will need to provide the date of the event, the start time, end time, and the event capacity (if relevant). **It is recommended that the start time you indicate is the time you want your group to gather for the Pride event you are attending, not the start time of the Pride event itself.***

Date and time

Enter a date, start and end time. Timezone is determined by the event location.

Date

Start time

End time

Capacity

☐ Communications

- ☐ *You will need to provide a phone number so Faithful America staff or Mobilize representatives to contact you as the event organizer. This number will not be shared with rally supporters.*

Communications

Event contact phone*
1234567891

Allows Faithful America and Mobilize to contact you about this event. This number is not shown to supporters.

☐ Additional information

- ☐ *Once your supporters sign up to join your group rally, they will be sent more information in the confirmation email. Add any additional information you want your fellow attendees to know. If you are comfortable doing so, consider sharing your contact information here so others can reach you directly with any questions.*

Additional information for attendees (optional)

[What signups will see after rsvping]

Sent to supporters in the event confirmation email.

☐ Primary Language

- ☐ *You will need to choose between either English or Spanish to determine which language your event details will be translated into.*

Primary language

Automated communications and Mobilize-generated text on sign-up pages (excluding the event description) will be translated into the selected language. Learn more about what gets translated [here](#).

☒ English

☐ Spanish

- ☐ Accessibility

- ☐ *Let your supporters know if the Pride event you are attending meets the ADA accessibility standards. If so, please check the box.*

Accessibility

☐ This event meets ADA standards

Shown on the event page if checked. Helps supporters discover accessible events.

- ☐ Accessibility features

- ☐ *You can let your supporters know which accessibility accommodations are available to them by selecting the corresponding boxes. Additionally, you can provide more details about accommodations in the optional text box that is provided.*

Accessibility features

Let supporters know which accommodations are available to help them take part in this event. [Learn more](#)

- ☐ Group chat

- ☐ *If you would like Mobilize to automatically create a group email thread for you and your supporters 48 hours before the event, please check this option. Emails are anonymized. If you choose not to use this function, please have a communication plan in place so you can correspond with your supporters before, during, and after the event.*

Group chat



Let attendees and organizers message each other over email

Creates a group email thread 48 hours before the event. Email addresses are anonymized, but each attendee's first name and last initial are added to their messages.

[Learn more](#)

☐ Who else is hosting the event with you

- ☐ *If you are organizing your group rally with another co-host, please provide their first name, last name, and email so supporters can contact them as well. **Having one or more additional co-hosts is a great way to ensure your group is well organized, the workload is manageable, and event preparations are taken care of well in advance of the Pride event you are attending.***

Who else is hosting this event with you?

Co-hosts can manage attendees, view and download signups, and edit this event. [Learn more](#)



+ Add a co-host

☐ Your personal details

- ☐ *As a host, you will need to provide your first name, last name, and email for your supporters to contact you and make arrangements to meet up at the Pride event.*

Your details

You are logged in with the email hunterg@faithfulamerica.org. You can edit this from [your account](#):

First name *

John

Last name *

Doe

Now that you've completely filled out the event registration form, you can now select the blue "Host this event" button to register your event.

Host this event

After registering your event, Faithful America staff will review your event submission. Once approved, you will see a pop-up window informing you that your event is now live. You can choose to send an email to past supporters letting them know another event has been created, or you can select "Don't notify my attendees" and you will go back to your event homepage.

×



Your event is live!

**Next, email your attendees
about your new event.**

Send email...

[Don't notify my attendees](#)

On your event homepage, you will be able to see all details of the event you created. Additionally, you will be able to edit any event details that need revision, email your event attendees, copy shareable invite links, email your co-hosts, and change the primary host of the event.

Faithful Pride @ TEST CITY

<https://www.mobilize.us/faithfulamerica/event/795656/>

Email attendeesEditCopy invite linkMore ▾

Details

Type
Rally

Date and time
Sat, Jun 14, 11:00am-1:00pm EDT

Location
225 Commerce St, Johnson City, TN 37604

Visibility
Public

Host(s)
John Doe • hunterg@faithfulamerica.org

Description
Even as Donald Trump and his authoritarian allies work hard to reverse the many civil rights and cultural victories of the LGBTQ community, we, as social justice Christians, refuse to let hate have the last word.

At the bottom of your event homepage, you can see how many supporters have signed up to attend your event as well as how many "shifts" they have signed up for. Shifts are simply Mobilizes way of letting event hosts know how long an event attendee plans to be present at the event.

Shifts and Signups [?]

Driven by your organization and promoting organizations.

Upcoming (1) Past (0) All shifts (1)

Export signups

Date and time	Total signups	Registered	Confirmed	Cancelled
Sat 6/14/25 11:00am - 1:00pm EDT	0	0	0	0
Total	0	0	0	0

Considerations for Your Group Meetup:

If you are choosing to set a meetup location that is not at the Pride event location itself, here are a few tips and reminders to ensure your gathering spot is safe and accessible.

Things to think about when choosing a location for your group meetup:

- ☐ **Is it safe?** (e.g., traffic, protesters)
- ☐ **Is it accessible?** (Is there adequate parking? Access by public transportation? Could someone in a wheelchair or on crutches access the location easily? Is it easy to give directions to this location?)
- ☐ **Is it a good size?** (You want enough space for everyone attending to fit comfortably. But if it is too big, people might have trouble finding each other, or the space might feel empty.)
- ☐ **Is it quiet** (Do you have a way to work around background noise when providing further instruction, if needed, to your group before attending the Pride event?)

Recruiting for Your Rally:

In order for your group rally to be a success, one of the first things you need to do is invite people! **While the Mobilize platform will certainly help get the word out about your group, it is also a good idea to consider inviting your friends, family, and church members to join you.** There is strength and power in numbers.

Here are a few ways you can spread the word:

- ☐ Send invitations to your family, friends, neighbors, coworkers, and congregation -- you can share the Mobilize link (i.e. the link that is created after you register your group rally event) and allow them to register for the event online.
- ☐ Call or email your friends and family directly.

- ☐ Share your event sign-up page on social media. Consider personalizing the text to let people know why you're excited to attend the Pride event as a social-justice Christian.
- ☐ Share the event in your church newsletter, bulletin, and in-person announcements.

Download the Faithful Pride Rally Sign Pack:

As social-justice Christians building a more just and loving world, we must represent our faith perspective in spaces where people defend the oppressed and resist Christian nationalism. One of the ways we can do this is by bringing inclusive and loving Christian messaging into these public spaces. Faithful America has developed the Faithful Pride Rally Sign Pack that is designed to be used specifically at Pride events. Please click the link below to access and download the rally sign pack.

[Faithful Pride Rally Sign Pack](#)



To access the rest of the Faithful America protest and rally sign pack, please download the files [HERE](#).

Print Materials:

Before the day of your rally, make sure you have given yourself enough time to have your rally materials printed and prepped. Consider using a local print shop to have your rally signs made or simply print them at home.

Additionally, consider printing and sharing this [sign-up sheet](#) to keep track of other social-justice Christians you meet during the Pride event. This is a great way to add more members to your group during the rally as others ask for more information.

Day Of Your Pride Rally

Prepare for Group Meetup:

Today is the big day! Use the following checklist to ensure you are ready to meet your supporters and join the Pride event together.

Checklist:

- ☐ Arrive at your designated meetup location at least 30 minutes before the time you instructed your supporters to be there.
- ☐ Give your group enough time to walk or travel to the Pride event if your meetup location is not at the Pride event location.
- ☐ Greet your supporters as they arrive.
- ☐ Pass around the supporter [sign-up sheet](#) -- we want to stay in contact with attendees after the event, so collecting their contact info is critical!
- ☐ Travel to the Pride event as a group.
- ☐ Be loud and proud of your love and support of our LGBTQ neighbors at your local Pride event!
- ☐ Take photos of your group during the Pride event.
- ☐ Tell others how they can get more involved with Faithful America and your local rally group.

After Your Pride Rally

Debrief:

- ☐ Post your group photo to social media and tag @FaithfulAmerica. You can also consider using the hashtags #FaithfulPride, #ThisChristianLovesYou, #FaithfullyQueer, or #LoveThyNeighborNoExceptions.
- ☐ Email your rally photos, sign up sheet, and supporter reactions to organizing@faithfulamerica.org. Faithful America would love to help celebrate and circulate any good stories about your events in our national Facebook group, social media, and email campaigns.
- ☐ Follow up with your supporters to thank them for their attendance and express your desire to organize with them again soon.
- ☐ Plan your next Faithful Pride event or contact a Faithful America staff organizer if you're interested in starting a local group of Faithful America members to connect and organize with.

Additional Resources:

If you are looking for additional resources to supplement your participation in the Faithful Pride Campaign, please see the list below:

❖ Faithful America Bystander Intervention Training

Faithful America will host bystander intervention training to prepare Faithful America members to intervene safely in situations of harassment or violence. Especially with Donald Trump's active normalizing of hatred and division, being ready to disrupt threatening or potentially violent situations during Pride Month demonstrations is essential. We can prevent the harm and trauma caused by harassment and violence while keeping ourselves and our neighbors safe. Our expert, Veronica Laizure, civil rights attorney and Executive Director of CAIR Oklahoma, and Faithful America's Executive Director, the Rev. Dr. Shannon Fleck, will teach various strategies and tactics for successfully intervening in harmful situations online and in person. There are two opportunities for this important training. Please register for one using the links below.

➤ Monday, June 2 | 8pm - 9:30 pm ET

- Register [HERE](#).

➤ Tuesday, June 3 | 11am - 12:30pm ET

- Register [HERE](#).

❖ **Group and Rally Safety:**

Hopefully safety won't be too much of an issue at your local Pride event. But if the Pride event you are attending is a protest or in a public space, it is possible that the event could draw the attention of counter-protesters.

The ACLU has some great advice for safely managing a public event that could potentially attract protesters or the police: <https://www.aclu.org/know-your-rights/protesters-rights/>

❖ **Additional Pride Resources:**

- [Church Participation in Pride Events](#)
- [Partners in Prevention Pride Toolkit](#)
- [Pride Month Social Media Toolkit](#)
- [Library of Congress: Pride Month Resource Page](#)

Faithful Pride Rally FAQs:

Q: *What if my supporters or others at the Pride event want to know more about Faithful America?*

A: For more information on Faithful America, please direct people to faithfulamerica.org. Or if anyone in your group is carrying a Faithful America rally sign, you can also ask people to scan the QR link to find out more. They can follow Faithful America on a variety of social media platforms using the [Faithful America Linktree](#) as well.

Q: *What if my attendees want to know more about Christian nationalism?*

A: For more information on Christian nationalism, you can point your guests to Faithful America's ["Resisting Christian Nationalism" page](#). You can also point them to Faithful America's [Youtube page](#) where they will find discussions and webinars about Christian nationalism, Project 2025, and more.