Stonewall




# Workplace Communication Toolkit

Moving Forward with Pride

# Introduction

This communication toolkit is designed to help workplaces recognise and engage with Pride in a thoughtful, inclusive and practical way. It offers messaging prompts and examples to support your organisation to take meaningful action.

As more organisations take part in Pride each year to show support for LGBTQ+ communities, it's important to consider how that support goes beyond a single moment. This toolkit will help ensure your Pride communications are authentic, appropriate and enable year-round engagement.

Use this toolkit as a flexible resource, choose what works for your workplace, adapt it to your context, and build on it to encourage open, ongoing conversations.

## WHAT IS PRIDE?

Pride traces back to 1969, when patrons of the Stonewall Inn in New York City resisted police harassment, sparking protests that became the foundation of the modern LGBTQ+ movement. The first Pride march took place the following year as both a **protest** and a **party**.

Today, Pride events are held worldwide and continue to grow in scale and significance, celebrating LGBTQ+ communities while advocating for equality. In a workplace context, Pride provides an opportunity to:

- Raise awareness of the inequalities and barriers still faced by LGBTQ+ communities
- Increase visibility and representation across all levels of your organisation
- Create a sense of inclusion and belonging, particularly for those who may feel isolated
- Celebrate LGBTQ+ contributions and achievements
- Encourage allyship and create safer environments for everyone, offering visible signals of support and inclusion

For organisations, it is about recognising and celebrating the laws, policies and positive social change that people have worked for in recent decades. It is both a moment to recognise LGBTQ+ employees and leaders and also an opportunity to reflect on how workplace culture, policies and practices can better support inclusion all year round.

## WHY IS IT IMPORTANT?

While large, colourful parades are often what people associate with Pride, its importance goes far beyond that. At a time when LGBTQ+ rights are being challenged in many parts of the world – and in some cases actively rolled back – Pride remains important. For workplaces, Pride can be a useful moment to pause and think about what's already in place and where there might be opportunities to strengthen inclusive practice.

It is a moment to share and celebrate your inclusion work and to move from statements of support to sustained action.

Engaging with Pride can:

- Encourage open conversations
- Strengthen employee trust (improving retention and performance)
- Show that employee wellbeing matters



In recent decades, Pride has seen increased workplace involvement. While this reflects growing appreciation for the value inclusive workplaces hold, it also brings a responsibility to ensure that engagement is genuine.

**The best work around Pride builds on ongoing efforts and allows you to amplify wider inclusion work.**

### No One-Size-Fits-All

There's no single "right" way to take part and your engagement should be context-specific.

You might focus on internal initiatives, events, training, community partnerships, or simply showing support.

What matters is, that it's done with intention and connects to a sustained commitment to inclusion.

# Ways your workplace can get involved

## We've shared some ideas below but encourage you to get creative

Book a speaker or a workshop for your workplace - you can reach out to Stonewall and make use of your Proud Employers discount.

Consider whether you might want to engage with a local or national Pride, whether that's a visible presence or supporting your LGBTQ+ staff to attend.

Fundraise for local or national LGBTQ+ charities to help them continue their vital work, this could be something as simple as a bake sale, or you could use our Equali-Tea Fundraising Pack to help you think up your own event

Host an employee resource group event focused on LGBTQ+ inclusion, this could be a panel discussion or a social event, you might consider a quiz, Metro have some question ideas here.

Celebrate the start of a summer of sport by holding a Rainbow Laces themed event.

Profile LGBTQ+ role models in your workplace highlighting the contributions they've made and sharing their stories of why pride is important.

Make belonging visible and buy Rainbow Laces for your organisation to wear. There are discounts when you buy in bulk.

Use a Pride-themed virtual meeting background throughout the season.

Host a screening of a Pride themed film, you might consider the iconic film **Pride**.



# Key messaging

## You can use and adapt these to shape your organisation's communications

## MOVE FORWARD WITH PRIDE

- June is Pride Month, a time to remember history, celebrate how far we've come in advancing the rights of LGBTQ+ communities, and recommit to pushing for equality and tackling discrimination.
- We understand that true inclusion is an ongoing journey, requiring continuous learning and action. As we Move Forward with Pride, we remain steadfast in our commitment to building a more inclusive and equal future for our LGBTQ+ colleagues.
- While we look to the past to learn and grow, our focus is firmly on creating a workplace where everyone feels supported and empowered to succeed.
- We reflect on the past to honour the challenges and triumphs that have shaped today, as we continue Moving Forward with Pride.
- While we value the opportunity to celebrate our LGBTQ+ colleagues, we also recognise Pride as a powerful reminder of how much work still needs to be done. Alongside creating moments of celebration and joy, this is also a time to reflect on our policies, practices, and culture.
- We cannot truly Move Forward with Pride if the foundations of inclusion are not strong and meaningful.
- We cannot truly Move Forward with Pride without first looking back with respect for the journey that made today possible.
- Moving Forward with Pride means recognising both progress and the responsibility we have as leaders in shaping a more inclusive future.
- True inclusion starts at the top, which is why we are Moving Forward with Pride by embedding inclusion into the way we lead and make decisions every day.

## INCLUSION ALL YEAR ROUND

**June is a great month to communicate about your Proud Employers membership and your year-round commitment to inclusion. You could adapt the messaging below.**

At [organisation], we are proud to be a Proud Employer. For Pride Month we are taking on Stonewall's Moving Forward with Pride messaging and shouting about our commitment to inclusion – all year-round.

Through Proud Employers, we receive expert guidance and practical tools that help us take meaningful steps towards creating a truly inclusive workplace where everyone can succeed. While Pride is a moment to highlight the achievements, experiences and contributions of LGBTQ+ colleagues, our commitment to inclusion continues throughout the year.

We look forward to continuing this journey as a Proud Employer and strengthening our work to create an inclusive culture where everyone can thrive.

### HASHTAGS

**Use these hashtags in your social media posts during Pride**

**#PrideMonth**
**#Pride**
**#Prideinsertcity eg #PrideLeeds #PrideLondon**
**#Pride2026**

## RESOURCES AND LINKS

- Stonewall - Summer Pride Party
- BBC - What is Pride?

**Registered Charity No 1101255 (England and Wales) and SC039681 (Scotland)** *Stonewall is proud to provide information, support and guidance on LGBTQ+ inclusion; working towards a world where every LGBTQ+ person has equal rights. This does not constitute legal advice, and is not intended to be a substitute for legal counsel on any subject matter. Stonewall are not responsible for the content of external links contained in this document.*