

Activation Pack USA

# #LWV24

LESBIAN VISIBILITY WEEK **USA**

MONDAY APRIL 22 – SUNDAY APRIL 28

*Unified not Uniform*

POWERED BY

THE **curve**  
FOUNDATION

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*We want everyone to join in*

## OUR THEME FOR 2024 IS **UNIFIED NOT UNIFORM**, A GLOBAL CAMPAIGN CELEBRATING THE POWER AND DIVERSITY OF OUR COMMUNITY

For Lesbian Visibility Week 2024 we will be celebrating the power of sisterhood by uplifting incredible LGBTQ+ women and nonbinary people from every generation, in every field and in every country around the world. One community, so many brilliant individuals.

This year **The Curve Foundation** is working in partnership with **DIVA, GLAAD, NLGJA, Frameline**, and **The National Center for Lesbian Rights (NCLR)** to make Lesbian Visibility Week a truly international stage where iconic LGBTQ+ women and nonbinary people can all take a moment in the spotlight to be recognized for the work they do and the joy they bring.

**This activation pack gives you some ideas and tools to get started, but let your creative flag fly. Our community is unified, not uniform and the ways we celebrate Lesbian Visibility Week 2024 can be as beautiful and diverse as we are.**

You can find out about more about #LVW24 events and activations on our website [LesbianVisibilityWeekUSA.com](https://LesbianVisibilityWeekUSA.com).



Please add your own public events to the **online calendar**, and share your own activation ideas by tagging us in on #LVW24USA.



If you're interested in sponsorship, please contact [Franco@TheCurveFoundation.org](mailto:Franco@TheCurveFoundation.org)

# #LVW24

*Unified not Uniform*

## SOCIAL MEDIA

Please make sure to use the hashtag **#LVW24** and **#LVWUSA24** and (if you have space) **#UnifiedNotUniform**.

Doing this makes it possible for LGBTQ+ women and nonbinary people all over the world to search the Lesbian Visibility Week hashtags and see an incredible outpouring of love and support. It also means that all social media users can be part of celebrating our incredible community.



## BRANDING

We've produced some branded banners, frames and icons that you can use whenever you are creating Lesbian Visibility Week content, whether it's for internal or external communications.

You can download these materials from this document and our [\*interactive brand book\*](#).

Consistent use of hashtags and branded materials will help amplify the message that our community is unified, not uniform.



# ACTIVATION IDEAS

There are a million wonderful ways to celebrate LGBTQ+ women and nonbinary people during Lesbian Visibility Week, and we want you to be part of this campaign in a way that fits you, your organization and your community.

Above all, we want you to celebrate **Lesbian Visibility Week** in a way that echoes throughout the year ahead. LGBTQ+ women and nonbinary people deserve to be visible and valued all year round.

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## AMPLIFY LESBIAN VISIBILITY WEEK CONTENT

When you see great **#LVW24** and **#LVWUSA24** content, amplify it by sharing it across your social media channels!

Look out for content from the Lesbian Visibility Week and **The Curve Foundation** teams or from our fantastic partners **DIVA, NLGJA, GLAAD,** and **The National Center for Lesbian Rights.** You will also see great **#LVW24** and **#LVWUSA24** content shared by the LGBTQ+ community, voluntary sector organizations, inclusive corporations, and media companies.



# ACTIVATION IDEAS

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## CELEBRATE THE LGBTQ+ WOMEN AND NONBINARY PEOPLE WHO INSPIRE YOU

Throughout #LVW24, we will be celebrating incredible LGBTQ+ women and nonbinary activists and leaders from around the world, sharing new data about our communities' experiences, needs and perspectives and platforming great content created by LGBTQ+ women and nonbinary people.

We want you to add your own icons to the #LVW24 gallery of inspirational leaders using the frames. You can share inside your organization, or share across your social media channels. If you're sharing publicly, don't forget to use the hashtags #LVW24, #LVWUSA24 and #UnifiedNotUniform.

*Wherever you are sharing, make sure you do it with permission of the person you are celebrating.*



## GALLERY OF ICONS

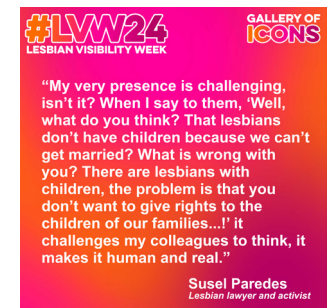
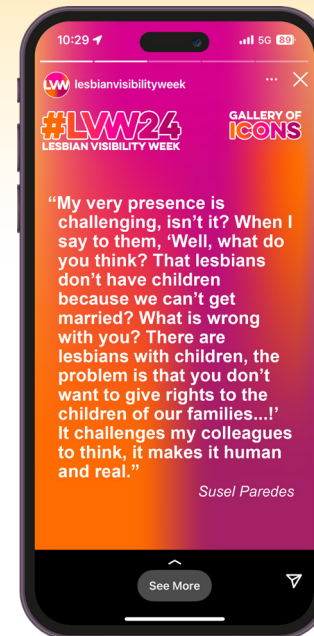
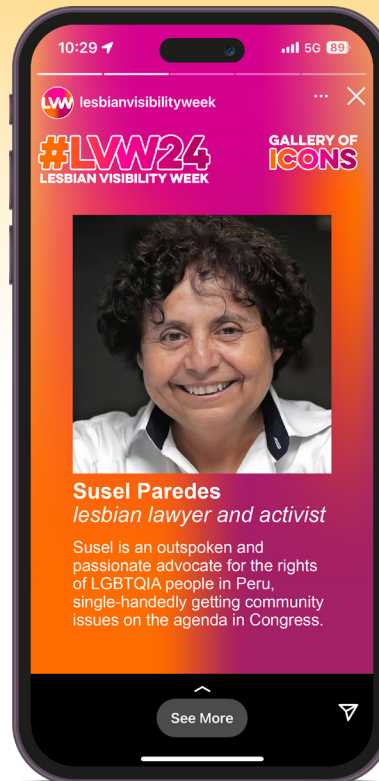
With our international partners, we will be sharing a digital gallery of icons from all over the world, like the incredible Susel Paredes.



Susel is a lesbian lawyer and activist, as well as a successful actor. In 2021 she was elected to the Congress of Peru, where she is the only out LGBTQ+ legislator. She is an outspoken and passionate advocate for the rights of LGBTQ+ people in Peru, single-handedly getting community issues on the agenda in Congress.



Download these frames to add your own icons to the gallery





# ACTIVATION IDEAS

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## MAKE A PROMISE THAT WILL MAKE A DIFFERENCE FOR LGBTQ+ WOMEN AND NONBINARY PEOPLE

We can all do better when it comes to respecting, uplifting and celebrating LGBTQ+ women and nonbinary people.

And at Lesbian Visibility Week we want you to commit to doing that work all year round. So make a promise, and make it publicly.

Think of a promise that is meaningful to you and that can be measured. Make that promise publicly and tell us about it by using our pledge card, posting it to your social media and tagging it with #LVW24, #LVWUSA24 and #UnifiedNotUniform. Then keep your promise. The Lesbian Visibility Week team will be back next year to check!



Download the LVW pledge card and make your promise

# ACTIVATION IDEAS

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## HOST A #LVW24 EVENT

Does your workplace have a LGBTQ+ and/or a women's network? Is your organization passionate about diversity and inclusion? If the answer is yes, then why not host a #LVW24 panel event that explores the experiences and perspectives of LGBTQ+ women and nonbinary people?

You might already have a great pool of speakers or panellists for this kind of event in your organization or in your network. If you are looking for external speakers you could reach out to LGBTQ+ charities and community groups. You can even reach out to the [Curve Foundation](#) for help identifying relevant speakers.



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## HOST A #LVW24 SOCIAL EVENT

If you want to host something less formal you could have a watch party, a listen party or even a #LVW24 book club! There are so many brilliant LGBTQ+ women and nonbinary people working in film, TV and audio and so many talented LGBTQ+ women authors – sharing the joy of their work with other people is a great way of celebrating #LVW24.

You could also host a social networking event for LGBTQ+ women and nonbinary people. Uplifting and bringing joy to our incredible community is what Lesbian Visibility Week is all about.





# ACTIVATION IDEAS

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## PROMOTE THE WORK OF LGBTQ+ WOMEN AND NONBINARY PEOPLE

In every walk of life there are fantastically talented LGBTQ+ women and nonbinary people, and we often struggle to have our work noticed and valued. Use #LVW24 to promote talented LGBTQ+ women and nonbinary people whose work you know and value.

You can find out more about lots of LGBTQ+ women and nonbinary people in **CURVE** magazine of course, and diving into the **CURVE magazine Archive** should be on everyone's #LVW24 to do list.



There are so many ways to celebrate Lesbian Visibility Week with all the joy and creativity it deserves. We'd love to hear about and share your great ideas, so tag us at #LVWUSA24.



And remember **to share your own public events** on the Lesbian Visibility Week website.



**#LVW24**  
**LESBIAN VISIBILITY WEEK USA**

[lesbianvisibilityweekusa.com](http://lesbianvisibilityweekusa.com)