



Promotional Toolkit

This toolkit includes [talking points](#), sample language for [eblasts](#) and [your website](#), [sample social media posts](#), and [eye-catching images](#) to help you promote your PFLAG Connects meetings and events.

Don't see something here that would be helpful to you? Need support or suggestions? [Please contact Liz Owen, Director of Communications.](#)

TALKING POINTS AND PFLAG CONNECTS LOGO

[PFLAG Connects Logo \(jpg and png formats\)](#)

The following language can be used on your website, in promotional emails, on social media, and anywhere you wish to promote your PFLAG Connects activities.

- PFLAG [Chapter Name] is going digital with PFLAG Connects, a new program to meet you where you are with online meetings and events.
- PFLAG [Chapter Name] will meet you with support, education, and advocacy, so you can meet your LGBTQ+ family and friends with love.
- PFLAG [Chapter Name] has been part of the [city name] community for xx years. We're here to support you, taking our meetings and events online via PFLAG Connects.
- PFLAG [Chapter Name] is here to bring you LGBTQ+ positivity and community through PFLAG Connects, meeting you wherever you are on your journey to acceptance and support of your LGBTQ+ loved ones.

SAMPLE EBLAST INVITATION LANGUAGE

[Email Header Images](#)

Dear xx:

PFLAG [chapter name] provides much-needed support, education, and advocacy efforts to and for LGBTQ+ people and their families in the [city/town] community. Now, we're proud to continue providing you trusted support, meeting you where you are--wherever you are--via PFLAG Connects.

PFLAG Connects meetings, run by trusted PFLAG [chapter name] leaders, will give you the support you need during this most-challenging time.

If you've attended a PFLAG [Chapter Name] meeting or event in person, we hope you'll join us online. And if you've never experienced a PFLAG [Chapter Name] meeting or event in person, we look forward to welcoming you!

Ready to join us? Register now at [insert link to your registration form here. For more information, refer to [the PFLAG Connects Educational Materials](#)].

SAMPLE CHAPTER WEBSITE LANGUAGE

PFLAG [chapter name] provides much-needed support to LGBTQ+ people and their families in the [city/town] community. Now, we're proud to continue providing you trusted support, meeting you where you are--wherever you are--via PFLAG Connects.

PFLAG Connects meetings, run by trusted PFLAG [chapter name] leaders, will give you the support you need during this most-challenging time.

Whether you are:

- An LGBTQ+ person who is newly--or not yet--out to your family and friends;
- A parent or family member on a journey of supporting an LGBTQ+ loved one;
- A parent or family members who suspects that someone you love is LGBTQ+ and aren't sure how to approach the subject, or if you should;
- A teacher, counselor, or school administrator providing online instruction and looking to help support LGBTQ+ students who are out at school but not at home; or
- A friend or ally looking to provide support as you shelter in place

PFLAG [Chapter Name] has you covered.

Ready to join us? Register now at [insert link to your registration form here. For more information, refer to [the PFLAG Connects Educational Materials](#)].

IMAGES

[Find the PFLAG Connects logo here, as well as images and resources for Facebook, Twitter, and Instagram in this folder](#) (also individually linked below, by platform). Each of these images can be used in social posts, where the image will give you a visual "pop" and the post text (see [Social Media Suggest Posts](#) for each platform below) will have more detailed information.

All images were created in [Canva](#), [which offers both free and paid accounts](#). [Learn more about Canva and sign up here](#).

Want to personalize these designs for your chapter? [Contact Liz Owen, and include the design you'd like access to, your name, chapter name, and the email that your Canva account is registered to](#). She will share a copy of the design with you--directly to your Canva account--to personalize!

SOCIAL MEDIA

The following are suggested [posts for Facebook](#), [tweets for Twitter](#), and [posts/stories for Instagram](#), along with images for your use. We have included options to link to either a page on your website or a registration form. [Learn more about these and other options for assisting people in registering for your meetings and events in our comprehensive [PFLAG Connects Educational Materials](#).]

And as always, if you need support with these materials, contact Liz Owen, Director of Communications, at lowen@pflag.org.

Facebook

[Facebook Images](#)

Suggested Posts

- We're moving our meetings and events online, thanks to PFLAG Connects. Learn more and register today! [link to chapter webpage]
- PFLAG [Chapter Name] is going digital with PFLAG Connects, a new program to meet you where you are with online meetings and events. Get registered for a meeting today! [link to registration form]
- Are you a family member of someone who's newly out as #LGBTQ+? An educator looking to support an LGBTQ+ youth who is sheltering in place and not out? An ally looking to support the LGBTQ+ community? Join [your chapter name] for #PFLAGConnects meetings and get the support you need. Register now! [link to registration form]

Twitter

[Twitter Images](#)

Suggested Tweets

- We are #PFLAGProud to participate in #PFLAGConnects, bringing our @yourpflaghandle meetings online to meet the need for support, which is so critical to the #LGBTQ community and their #families. Learn more at [link to website]
- Are you a family member of someone who's newly out as #LGBTQ+? An educator looking to support an LGBTQ+ youth who is sheltering in place and not out? Join @yourpflaghandle for #PFLAGConnects meetings. We have the support you need! Learn more at [link to website].
- #PFLAGConnects brings the @yourpflaghandle meetings you know and love online. We meet you where you are, wherever you are! [link to website/registration form]

Instagram

On Instagram, you cannot include links to click on in posts with any kind of account. You can include links in Instagram stories, but only with a Business account. [Learn more about switching from a Personal account to a Business account from Instagram](#) (both account types are free to use).

If you do not have a Business account, we strongly recommend putting whatever link you will be directing people to for registering to attend a meeting--whether it's a landing page on your website, a fillable form, a Facebook group--in your Instagram bio.

[Instagram Post Images](#)

[Instagram Story Images](#)

Suggested Instagram Posts

- We are #PFLAGProud to participate in #PFLAGConnects, bringing our @pflaghandle meetings online to meet the need for support, which is so critical to the #LGBTQ community and their #families 🙌🙌 #linkinbio 🙌🙌
- Are you a #family member of someone who's newly out as #LGBTQ+? An educator looking to support an #LGBTQ+ youth who is sheltering in place and not out? An #ally looking to support the LGBTQ+ community? Join @yourpflaghandle for #PFLAGConnects meetings. We have the support, education, and advocacy you need! 🙌🙌 #linkinbio 🙌🙌
- #PFLAGConnects brings the @yourpflaghandle meetings you know and love online. We meet you where you are, wherever you are! 🙌🙌 #linkinbio 🙌🙌

Suggested Hashtags

Note: These can be used either in the body of your post, or as the first comment in your post. If you use them in the post itself, you do NOT need to use them a second time.

#PFLAGConnects #PFLAGProud #LGBTQ #Family #Support #gay #lesbian #bisexual #parents #transgender #nonbinary #queer #loveislove #LGBT #Pride #instagay #trans #bi #mom #dad

VIRTUAL BACKGROUNDS FOR PFLAG CONNECTS

We've created special PFLAG-branded virtual backgrounds to use on Zoom in your PFLAG Connects meetings. [You can find the entire set of PFLAG virtual backgrounds here.](#)

To use these backgrounds:

1. Click on the folder above and save any or all of the designs to your own computer, where they are easily accessed.
2. Open Zoom.
3. Click on the Settings gear in the upper right corner of the main window.
4. Click on Virtual Background, in the list to the left.
5. Click on the "+" sign next to "Choose Virtual Background" and select either video or photo (we've got both!).
6. Select a design to upload. To add more than one, repeat steps 5 and 6 until all are added.
7. **For best results, uncheck the box that says "Mirror My Video"**
8. Select your favorite background and use it for your next meeting!

Have an idea for a virtual background? [Contact Liz Owen](#), Director of Communications, to share your theme idea. We're happy to add more designs!