

Guide for Pride

A practical manual on how to organize a pride parade



Erasmus+

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introduction

Dear reader, or should I say... dear (future) Pride organizer!

The Guide for Pride is our heartfelt project based on an idea that inspired us to create something we can pass on to everyone who wants to start or continue to engage in the human rights movement by supporting LGBTQIA+ rights through pride parades. However, first and foremost, it's important that we make one thing clear.

We don't want to promote the idea that we have created the ultimate, has-to-be-done-like-that, we-know-everything rulebook that everyone has to follow.

The following suggestions, guidelines, recommendations and instructions are based on our own experiences, knowledge, perception and preferences. We organized the first Pride in Maribor, Slovenia, in a way that felt right, in a way that we felt is going to have the biggest possible impact on the LGBTQIA+ communities in our society.

There are different laws and mindsets, and that's why we don't have all the answers! But we loved the idea of helping other organizers in some way, so we simply had to create this guide.

We saw and felt firsthand the meaning a pride parade can have for a community, both LGBTQIA+ and others. We wish you all the best on the path to creating a more accepting, loving and caring society, as well as a better future for all of us and every generation that follows.



Mladinski kulturni center Maribor

The Maribor Youth Cultural Center (Mladinski kulturni center Maribor) is a public institution founded in 1993 by the Municipality of Maribor. Active in the fields of art, creativity, urban culture and the youth sector, it promotes and organizes art projects, cultural programs and activities, based internationally and locally, are intended for young people as well as fans of contemporary art and urban culture.

The center organizes over 300 different evening events and activities every year, including art festivals, exhibitions, workshops, literary events, artistic performances, shows, lectures, round table discussions, symposiums, youth exchanges, installations, urban and street actions, conferences, book fairs and multimedia events. In implementation of our activities, we work with other organisations active in the fields of culture and youth work in Slovenia and abroad.

The institute's programs consist of regular activities and temporary projects. Their mission is to offer young people the opportunity to use their ingenuity, take initiative and develop a broad set of skills and experience to help them transition into the adult world.

Our youth programs enable young people to participate in various activities during their leisure time, which doubles as an opportunity to expand their knowledge, discover, explore and train through non-formal learning. At the same time, we provide them with the financial, material, and logistical means to express

themselves and build their creativity in various fields.

Our priority areas cover non-formal education, volunteering, international youth work, research, information and advice services, as well as participation of our youth in society, awareness on human rights and active citizenship.

One of our organization's youth programs is an LGBTQIA+ group for young people, called Maribor through Pink Glasses (Maribor skozi rožnata očala). In the years before this project, the group was built on the work of volunteers who prepared and organized workshops on LGBTQIA+ topics, as well as public events, gatherings and parties, in addition to setting up anonymous peer counseling and providing information and resources on homosexuality via phone and e-mail. As they have since gotten older, found jobs, started their own families and slowly outgrown the group, many no longer work closely with our organization. As a result, the group was in danger of falling apart as recently as last winter. However, we are currently in the process of rebuilding the group with young individuals who recognize the need to keep talking about LGBTQIA+ topics. As we get to know each other better and discuss the issues that we are facing, we continue to find motivation for new projects.



about us

Go Free - Asociația pentru Sprijinirea Societății Civile

Go Free is a Cluj-Napoca based NGO that works with young people, Roma and non-Roma LGBTQIA+ youth, and aims to promote respect for diversity and dialogue between different communities. We believe that all people are equal; as such, most of our activities cover the themes of diversity, solidarity and social justice, with the goal of empowering citizens, particularly our target groups, to take action and speak up against injustice.

Since 2012, when we were officially established as an NGO, we have created a proper environment for young people's personal and professional development and have worked together to build a community more accepting of diversity.

Our official goals and objectives are to raise the level of culture, education and democracy in the civil society of Romania, support democratic values and principles, uplift minorities, promote cultural diversity in the national and European space, and create opportunities for the involvement of youth in the development of the community.

Go Free has been one of the 9 members of the National Committee Coordinating the No Hate Speech Movement Campaign in Romania since July 2016. It has focused on the topic of hate speech since 2013, gradually building its expertise on the matter through training, media campaigns, national and international media monitoring, and participating in various activities, projects or conferences that cover the

topic. These include the Utøya TC on Counter and Alternative Narrative to Hate Speech, organised by The European Wergeland Center (EWC), The Youth Department of the Council of Europe and Utøya AC; the NO Hate Practitioners' Meeting on Mainstreaming Best Practices, organized by the FDSC; and "Preventing right-wing extremism and group hatred — exchanging good practices from Germany and Central and Eastern Europe," organized by the European Network for Nonviolence and Dialogue.

In the past year, Go Free has hosted a significant number of workshops on the topics of human rights, promoting diversity and fighting hate speech and social exclusion, at both a local and national level. In its activity, Go Free relies on a multimedia approach in order to reach a larger audience and ensure that its message get across.

With an online magazine, short films that employ non-formal methods (e.g., digital storytelling) and a large presence on social media platforms, Go Free and its members have developed an understanding of the media over time. They have improved their skills in photography, filming, writing and editing in order to better carry out the group's goals and support local communities and marginalized groups from both Cluj-Napoca and other rural and urban areas in Transylvania.



How did we end up together?



Andra Camelia Cordos, the president of our partner organization Go Free, and Luka Kristić, a volunteer at the Maribor Youth Cultural Center, met in October 2017 at an international training course on the topic of hate speech in Utøya, Norway, which was organized by the European Wergeland Centre and the Youth Department of the Council of Europe. During the course, they exchanged information about their organizations. A few months later, Go Free contacted the Maribor team about a strategic partnership. After the project was confirmed, a group of four volunteers traveled to Romania for a training course called P.R.I.D.E (Promoting Rights, In-clusion, Diversity and Equality). The project included seven international partners, with the main emphasis being the rights of the LGBTQIA+ community. One of its primary goals was gaining the knowledge and skills necessary to conceive and implement future activities that could improve the social standing of LGBTQIA+ people. As a result, the volunteers came up with the idea of a youth exchange with the purpose of organizing the first-ever pride parade in Maribor. The event was immensely important to the LGBTQIA+ community in Maribor, which didn't have its own Pride event despite being the second largest city in the country and a major student center.

After they returned from Romania, the volunteers pitched the idea to the youth program coordinator and other volunteers of the Maribor through Pink Glasses program. The idea was met with great enthusiasm on all sides, and there we were... United with Pride.

The project tackles intolerance towards minorities, the radicalization of local communities, misinformation and hate speech targeting LGBTQIA+ individuals. Pride parades are one of the largest and most important events for the LGBTQIA+ community—serving as a platform to promote equality, tolerance, and openness. One of the goals of the project was to educate the general public on LGBTQIA+ topics and inform them of the problems that members of the community often encounter. Because of this, we conceived an online campaign that included creating a video prior to the event and would continue to promote tolerance after its conclusion. On a practical level, we wanted to show that in cases like ours, organizing this kind of event leads to wider acceptance of marginalized groups. Our long-term goal is enhanced support for the LGBTQIA+ community in Maribor, as well as maintaining a tradition that will help us organize Pride events for years to come.

Objectives

- 1 Organizing the first pride parade in Maribor in order to stimulate the discussion on LGBTQIA+ topics.
- 2 Creating and publishing a step-by-step guide detailing the organization of the first pride parade.
- 3 Establishing an official online presence for the Maribor Pride Campaign on Facebook and Instagram.

why PRIDE?

Celebration vs. Protest

Generally speaking, pride parades have various meanings for people in different cities and countries. They often serve as global examples promoting the human rights initiative, but Pride as a concept also has an individual value, so its existence has numerous reasons. Many see it as a celebration of diversity and self-acceptance, but originally it started as a protest in the fight for equality of the LGBTQIA+ community. When organizing our first parade, an important question was raised: which of these is the “right” way? Do we want to protest and take a political stand? Or do we want to promote and celebrate the ideas of acceptance and inclusion in the LGBTQIA+ community and beyond?

The answer is that we shouldn't exclude either of the two aspects, which can't be fully separated in the first place. In other words, the concepts of celebration, protest, as well as promoting greater visibility of the LGBTQIA+ community and raising awareness about its problems will always intertwine.

The question of how these aspects interact in specific cases depends mostly on the environment where the pride parade is being organized. Countries and cities around the world have different laws and mindsets regarding LGBTQIA+ issues. Because circumstances differ from place to place, there can be no single right answer. Organizers need to understand the local communities and their needs, including non-LGBTQIA+ individuals, as well as other unique factors.

Any pride parade can be, will be and, to a degree, has to be provocative because of its role of creating change in an unequal society. It's still important to find a balance between raising awareness and claiming our rights and not pushing boundaries in disrespectful ways. What could some of those boundaries be? When we talk about LGBTQIA+ topics, we often center them around sex and sexuality. How could we not? Those aspects are hard to ignore when discussing different sexual and romantic orientations and gender identities.



why PRIDE?

However, many people, cultures and communities have restrictions and reservations regarding sexuality in general. In conservative environments, sex is not a widely discussed topic and is still considered taboo even in conversation, often seen as something shameful and sinful as opposed to societies that view it as a natural part of humanity experienced in one's own unique way. Furthermore, communication and education on the topic of sexuality are lacking. With that in mind, it's not hard to understand why anti-LGBTQIA+ prejudice persists. It's often because people are uncomfortable talking about sexuality in general, even in terms of heteronormativity.

In communities that are less open to these issues, pride parades have to emphasize LGBTQIA+ rights as human rights, as well as the general importance of equal rights regardless of sexual orientation, gender identity, skin color, nationality or religion. The LGBTQIA+ community embraces individual sexualities and every form of sexual expression where all individuals are in a consensual agreement.

Equality ≠ Equity

What is equity?

The definition of equity is the quality of being fair and impartial. It means giving someone what they need instead of everyone getting the same treatment.

Do people from the LGBTQIA+ community have the same level of equity as other people?

In our opinion, no, we do not have equity yet. For instance, same-sex couples are not allowed to marry or adopt children in many countries.

But how do we reach true equity?

We think that Pride plays an important role in our battle for equity. A pride parade helps us advocate for equal rights as a way to true equity.



The No Hate Speech Movement is a youth campaign led by the Council of Europe Youth Department seeking to mobilize young people to combat hate speech and promote human rights online. It launched in 2013, with national and local efforts in more than 40 countries. Their work consists of various national campaigns and collaborations with online activists and other partners. Individuals are encouraged to help the movement by reporting prohibited content and hate speech as an essential and effective way of preventing discrimination, especially when it constitutes a hate crime. This ensures the safety of all Internet users.

Individuals can also take part in national campaigns in their countries, which operate according to guidelines by the Council of Europe. These campaigns typically involve youth organizations and public institutions concerned with youth policy, Internet governance safety and human rights. Most focus on raising awareness about the risks hate speech poses to human rights and democracy through educational activities; they also advocate for appropriate responses at the political level.

why PRIDE?

Empowerment: Helping people to accept themselves

LGBTQIA+ individuals, like all people, look for happiness, love and fulfillment in life. But one of the most important things to keep in mind is that members of the LGBTQIA+ community often struggle to accept and love themselves. To quote Lady Gaga: “You will never find what you are looking for in love if you don’t love yourself.” This is a big aspect on the road to empowerment. It is important that we help LGBTQIA+ individuals accept their sexualities, identities and principles so they can feel safer and better participate in society. Being secure in oneself makes it easier to combat and speak out against homophobia, as well as confidently and authentically participate in public life.



Tips we hope that will help:

Look around you: Nobody is perfect. Everyone has their own insecurities and problems; there is no reason to hide yourself because you’re no different from others.

Recognize self-judgment: All too often, we let our insecurities take over. These negative feelings can twist our thoughts and distort our point of view. It’s important that we learn to recognize and process them before they take control. To borrow a lyric from another artist, Pink: “change the voices in your head, make them like you instead.”

Celebrate your strengths: Try to think of your accomplishments. What have you done to get to this point? What kind of qualities do you have and how have you used them? Don’t forget that your sexuality and identity don’t limit your intellectual or physical capacity.

Accept your imperfections: You are who you are. You cannot change it, and you need to embrace your imperfections.

A safe public space for your true self

Figuring out one’s sexuality or gender identity is a complicated process for many members of the community. A lot of LGBTQIA+ individuals remain in the closet because they are afraid of not being accepted, being judged or even attacked.

Some of those who are publicly out of the closet face a lot of struggles, like harassment, judging on a daily basis. For these reasons, a lot of LGBTQIA+ people are afraid to be themselves. We believe that Pride is an event where every LGBTQIA+ person can express their true self and be surrounded by people like them—and for most, the feeling is liberating.

The parade is one day out of the year when you can be free. With it, we seek to create a safe public space for people of all sexual orientations and gender identities, with the goal of making everyone feel comfortable with who they are. And, who knows, maybe one day we will live in a world without prejudice and judgment.

volunteer group

How to establish a volunteer group?

When establishing a group within your volunteer program that fits your specific needs, there are several things to keep in mind:

- Start by planning. Develop a volunteer recruitment plan and decide how and when to implement it.
- To find more potential recruits, you can start by reaching out to existing volunteers within your organization. Next, turn to your inner circle before expanding your search. You can do so via your local volunteer center and other community associations or through word of mouth. Other methods include promoting your program in the media, posting online, and using mailings lists and newsletters.
- Develop a strategy for engaging new and current volunteers. Plan team building activities that will improve group cohesion and effectiveness.
- Name the core team of the group. Establish a simple and effective system of communication between volunteer managers and the rest of the volunteers..
- Communicate your vision, mission and goals to your volunteers.
- Set clear expectations and provide adequate training or orientation sessions.
- Think about the individual skillsets, experiences, expectations and needs of your volunteers.
- Address your needs and define specific volunteer assignments. Identify everyone's roles in a project and provide task descriptions. Determine how many volunteers you'll need for each assignment.
- Assign volunteers to appropriate roles and tasks that match their preferences and skills. Try to create a meaningful experience for each volunteer.
- Supervise volunteers and offer them constructive feedback and recognition. Acknowledge your volunteers' efforts and express your gratitude.
- In order to keep them engaged, make sure that your volunteers can see their individual impact and the effects of being part of a larger collective effort.
- Think about the group's sustainability. By keeping in mind all of the above, your volunteers will feel useful, prepared and appreciated. This is important for their motivation!

Communication

Communication is very important when it comes to LGBTQIA+ rights. Pride can function as a bridge between LGBTQIA+ people and other groups; as a source of information, it provides answers to different questions people may have about LGBTQIA+ topics. At pride events, they get the chance to meet members of the community and hear real life stories not twisted by misinformation. Pride is also crucial because it connects LGBTQIA+ people with others from their community. What plays a big role outside of the event itself is how it's represented and reported on by outlets like TV and the Internet.

Here are some helpful tips when communicating or working with LGBTQIA+ people that can also apply in general:

- ✓ Respect personal space.
- ✓ Use the right pronouns; ask about them if unsure.
- ✓ Use "I..." sentences when there's conflict.
- ✓ Practice active listening.
- ✓ No hate speech.
- ✓ Agree to disagree.
- ✓ Give others a chance to speak.
- ✓ Be mindful not to take up too much space.
- ✓ Use trigger warnings if necessary or requested.

Any hate speech should be addressed through non-violent communication.

volunteer group

Support

Support is crucial for LGBTQIA+ communities. We can support one another individually or collectively as allies and within organizations. Individuals can show their support by providing an LGBTQIA+ person with a safe space, while support groups and other group settings should be all-inclusive regardless of gender or sexual orientation.

In everyday life, one can also share information on LGBTQIA+ topics.

Some examples of support:

- When writing surveys, include a non-binary or other alternative gender option besides male and female.
- Public spaces like hospitals, schools, workplaces, safe houses, bathrooms, stores and others should provide a safe space for transgender people, people of color, people with disabilities, etc.
- Avoid making assumptions about a person's sexual orientation or gender identity—use gender-neutral terms.
- Make clear statements of zero tolerance for racist, homophobic and other derogatory language.
- Listen to how people describe their own identity, gender, partners and relationships and reflect their choice of language.
- Explore ways to creatively integrate LGBTQIA+ issues into your work instead of separating them or tackling them on.

Creating a safe space in a group

The rules of communication also apply when creating a safe space: a welcoming, supportive and secure environment. Any group should establish a series of rules that allow its members to share their thoughts and experiences without the fear of being discriminated against or treated differently.

In addition to the previously mentioned rules and tips, what's important in a group is confidentiality. This means that any information shared in confidence with the group should not be discussed outside of it.

People in a group should feel respected, heard and valued in order to build and maintain a safe place. There is no tolerance for name-calling, bullying or harassment.



Political activism

To a degree, we all have loving environments where we feel accepted, even with all of our differences. But at the same time, most of us face messages of hatred, intolerance, rejection and condemnation in our daily lives. LGBTQIA+ people are routinely denied the right to self-determination, self-understanding and self-realization. There are many skeptics that call into question the justification and legitimacy of a parade of love, freedom and pride; some reject the idea simply because they're convinced that they already live in a progressive, liberal, seemingly free society. The reality is that pride parades must exist for as long as LGBTQIA+ people cannot fully participate in public life while freely expressing their identity or love to the same extent as those who enjoy that privilege by default. For as long as that privilege is denied to those who only experience true freedom one day out of the year, pride parades need to remain relevant and visible—not just in the LGBTQIA+ community, but in society as a whole.

Any society is only as free as its most vulnerable members! That is why supporting projects that advocate for freedom is of the utmost importance in our collective fight for that goal.



Finances

When building the financial plan for your event, keep in mind that many different logistical aspects need to be considered.

Don't sell out – pride parade is a protest.

Pride parade march

- **Security:** the biggest cost. This usually involves hiring a security company. The scope depends on the local environment, but some level of security is strongly recommended. In our case, police protection was necessary; know the conditions in your city or country.
- **Stage:** this includes sound technicians and stage management. If you opt for a DJ truck, the setup can be more improvised.
- **Decoration and props:** merchandise and other material, including flags, banners, balloons, socks, T-shirts, etc.
- **Permits:** various fees and expenses related to event applications.
- **Cleaning service, health security**

Always set aside 10% all funds for unexpected costs.

How to get funding?

1. Apply for an Erasmus+ project. Have a youth work approach to your Pride event to get volunteers and coverage of some costs).
2. Look for local/national grants for small projects.
3. Contact international foundations such as Astrea, OSEF, the Open Society Foundation, the Interpride Solidarity Fund, etc.
4. Start a crowdfunding campaign.
5. Open PayPal and bank accounts people can donate money to.
6. Start a campaign using existing crowdfunding tools (watch out for the percentage that the platforms take).
7. Ask foreign embassies for support.
8. Organize a fundraising event.
9. Sell merchandise and other promotional material: T-shirts, creative products, rainbow motifs, flags, bags, stickers, lighters, etc.
10. Collect donations by setting up donation boxes.
11. Ask people to donate materials (banner making supplies and any other items you need).
12. Contact European parliament members from your country and ask them for help.
13. Secure an honorable sponsorship from the mayor's office or some other city or local authority—this can reduce permit costs.

Donations

For the parade, try to use donations rather than official sponsorships. This is a good way to raise some extra money and get public figures, groups and companies to support the parade.

A donation is usually an unconditional payment or contribution in money or goods from a physical or legal entity received by an individual, institution, religious community, chamber, representative union or other recipient. There is no obligation to repay the donor and is not used to pay for products or services.

A sponsorship is a business collaboration between a sponsor and the recipient they're supporting. In return, the sponsor expects goods, services or access to the commercial potential of the recipient.

Ways physical or legal entities can donate money:

- Online with the help of tools such as crowdfunding, PayPal, direct transfer, etc.
- In person at benefits and fundraising events, via a donation box or at other events leading up to the parade.

MKC Maribor is a public entity, so we require a form to be filled out for every donation from a physical entity to ensure the traceability of funds. The form was made at the request of the accounting department.



Legal formality

Obtaining the necessary permits for the parade is similar to most public events. As we filed the paperwork, we were informed of any additional steps. Most of this time was spent coordinating permits for the route of the parade and road closures. About ten days before the event, an inspection determined whether we had all the permits and whether the event met security standards. The entire process took approximately two months.

One of the challenges was assessing the number of participants. Since we were organizing the parade for the first time, it was difficult to estimate the attendance, which was a requirement for some of the applications.

We were required to obtain the following:

- consent to the use of public areas,
- consent to block a municipal road,
- consent to a roadblock by a local busservice operator,
- permission to use audio devices,
- notification to the city district,
- health risk assessment for participants,
- statement on providing emergency medical assistance,
- statement on providing cleanup after the event,
- statement on the erection of temporary facilities,
- statement regarding the entry and use of drones and other guided and non-guided flying objects,
- statement of non-use of open fire.

Requirements will vary from city to city, so plan ahead and check what you need.

Security

Our base guideline in organizing the parade was ensuring the safety of all participants. Security is one of the most important aspects of any Pride event, so we spoke to experienced organizers to learn from their practices. These include safety tips given before and during the parade, especially regarding the route and safe behavior, as well as those for after the event, such as leaving in groups and not displaying Pride-themed symbols to avoid being targeted.

Due to the climate in Maribor, we opted for police protection. The police also advised us in terms of safety and practical concerns, from selecting wide streets and planning around potential obstacles to ensuring access to parking for participants. We remained in contact and exchanged information with safety implications throughout the organizing stages.

To bolster safety, we hired a security service with previous experience protecting Pride events. A security plan was prepared with input from both security and the police. The risk assessment changed during the preparations for the parade, so details like the number of officers involved were modified as needed.



Campaign

Although a Pride campaign has some specific aspects, it's otherwise similar to any other marketing campaign. It's a form of promotion created to reach a specific goal. In order to achieve it, here are some steps to take:

1. **Decide on a clear and concise goal.** Create a message with a slogan and design the visual theme and logo.
2. **Make a timeline and action plan.** Set deadlines for specific activities; delegate responsibilities to team members.
3. **Create your campaign budget.** Divide it into different categories (promo materials, online campaigns, supporting events, etc.).
4. **Get the word out.** Decide on your target audience (age, identity, orientation, etc.); choose effective tools to spread the word and promote your cause (word of mouth, e-mail marketing, social media, mainstream media, posters in different venues).
5. **Contact people.** Talk to the mayor's office, the authorities, the police, the press, security, waste management, community members and any other services you'll need.
6. **Order supplies needed for the events.** This includes flags, banners, posters, cards, decorations and other promotional material.
7. **Organize supporting events.** You can support the main event with exhibitions, theatre performances, storytelling get-togethers, documentaries, art contests, workshops, picnics, debates, parties, etc.
8. **Organize the pride march.** More on that in the logistics chapter.
9. **Organize an after-party.** Secure the venue, promote the event and hire DJs, performers and security.

TIP: How to create a message?

- Listen. Stay aware of the current sociopolitical situation in your community; what is missing from it or needs addressing?
- Stay simple and short.
- Brainstorm and get feedback from your peers first.
- Do research on how to best influence your target audience.

Support from the (local) community

- **Ask the local community for the support by organizing a simple guerilla action.**

CASE STUDY: We asked local organizations, public bodies, museums, cafés and others to hang out or fly a rainbow flag on the day of the parade. If they didn't have one, we rented it to them. We also invited them to take a picture of the flag and post it on social media as a show of support.

- **Get support letters and invite influential or relevant people or organizations to participate in your campaign and publicly support you; they can also join the parade.**

CASE STUDY: We contacted LGBTQIA+ organizations in Slovenia and neighboring countries to ask for public support. We also got in touch with the mayor, international embassies (which contacted us to express interest in the event), local political parties and organizations, other marginalized groups, well-known LGBTQIA+ individuals, other celebrities and public figures and others in order to get as many allies as possible. We even wrote to the UEFA president regarding hooligan threats and received an answer that was shared through social media and in the press.

Public relations

- Maintain a consistent visual identity that includes a logo, promotional materials, banners, posters, fliers, brochures, social media posts, etc.
- Decide on the main slogan and political message.
- Have an active online presence and update your social media channels (have an official Instagram and Facebook page, TikTok account, etc.); create a public Facebook event.
- Make a promotional video.
- Send out an official press release before and after the pride parade.
- Take care of media representatives responsible for contact with the media; more tips in the next chapter.
- Organize supporting events to promote the parade (fundraisers, performances, art exhibitions, etc.).
- Build support in the local community with invitations to events, inclusive campaigns, initiatives, etc.
- Make an official video summary after the parade.

Communication with the press

When speaking with the press, it's important to stick to your goals and get the right message across. Do not speak for others, especially specific people, unless they agree not to stay anonymous. Be prepared and refuse to answer questions that are too personal or inappropriate or if you don't feel informed enough to discuss them. Try to stay patient if the reporters are being provocative.

If necessary, politely correct any errors and explain the terminology. You have the right to see footage of the interview or read the copy before it's published. Make sure you're not being misrepresented and correct your statements so you can send out the message you wanted to share in the first place.



the guide

The march logistics checkbox

Before the march

- Take care of security (police and other security services).
- Plan a detailed timeline and create an organizer handbook for the entire day.
- Define the starting point, the route and the ending point of the march.
- Delegate properly described tasks to your volunteers.
- Decide on the locations that will serve as meeting points.
- Exchange contacts between organizers and volunteers.
- Plan and publish the event lineup, including the entertainment and political program before and after the march).
- Decorate the truck.
- Prepare scenarios for different weather conditions.
- Provide refreshments for volunteers, guests and, if possible, participants.
- Set up accommodation for out-of-town volunteers, speakers, performers, etc.
- Set up the technical equipment (sound system, generator, microphones, stage props, truck, etc.)
- Have an official photographer(s).
- Have emergency services on standby.
- Ask for help from other LGBTQIA+ organizations.

During the march

- Deliver flags banners and other materials (balloons, umbrellas, amnesty rainbow crowns, flags, ...).
- Have a merchandise table for materials (T-shirts, flags, ...)
- Deliver paper bracelets to for counting an amount people that attended the march..
- Be active on social media (Instagram, Facebook, ...)
- Have name tags for organizers, press and security.

After the march

- Take care of cleaning.
- Prepare for the afterparty.

You need people responsible for:

- coordinating volunteers
- coordinating the stage program
- coordinating security
- hosting the program
- decorations and visuals
- general logistics
- technical equipment
- social media
- speaking to the press
- reception of guests, speakers etc.
- access for disabled people
- sign language interpreting

Organization of the fundraising event

In order to boost our finances, we decided to organize a fundraising event to support the parade. Such events are also great for visibility and raising the profile of the main event, as well as motivating your volunteers.

We held the event on May 17, which is the International Day against Homophobia, Biphobia, Interphobia and Transphobia.

The idea was to organize a fundraiser with performances by different artists. We invited Rene Volker, Drag House Zagreb and Glam Squad Burlesque; the evening was also moderated. At the venue, we set up a photo booth corner where visitors could take a photo with the artists. There were also donation boxes, with two hostesses collecting voluntary contributions throughout the event.



The organizing steps

1. Brainstorm ideas for the main theme.
2. Look for available artists.
 - Think about what types of artists you want at your event.
 - Ask for a description, stage name and photo of each artist.
 - Agree to cover any accommodation and travel expenses.
3. Find a suitable venue for the event.
4. Hire sound and lighting technicians.
5. Create a Facebook event and send out a press release about the fundraiser.
6. Make a donation box.
7. Prepare some merchandise—badges, flags, anything with a rainbow motif, etc.
8. Buy or make decorations for the venue (flags, con-fetti, badges, etc.).
9. Provide food for the artists on the day of the event.
10. Get refreshments to serve backstage.

5 volunteers to get the venue ready (moving chairs, setting up the stage and backstage)

4 volunteers to clean up after the show and once the event has ended

6 volunteers to decorate the place (one person has to be in charge)

2 volunteers for the merchandise stand (at least one of them during the event)

1 volunteer to work backstage, acting as “manager” and taking care of the artists

1 volunteer to host the program and another to help with logistics

1 volunteer to oversee the banner with a logo where people can be photographed

1 photographer and a person printing the photos in order to “sell” them

case studies

Comparison of the first Maribor and Cluj - Napoca pride events

Maribor 2019

Cluj-Napoca 2017

Goal

Organizing the first Pride Parade in Maribor

Organizing the first Cluj Pride in Cluj-Napoca

Message

Visibility in public life in order to build a more tolerant and open-minded community as part of creating a safer space for everyone.

Claiming public space through dialogue and solidarity, starting a dialogue between different communities and creating a bridge of solidarity to combat the hate and the intolerance faced by LGBTQIA+ people.

Theme

Discrimination, inclusion, equal rights, tolerance, open-minded community, visibility, community.

Equal rights, #SpuneDrept, solidarity, No Hate, Yes Love, connecting communities, respect, visibility, empathy.

Logo



Slogan

“Ljubezen ne izbira, zakaj bi ti?”
(English: “Love doesn’t choose, so why should you?”)

“Dialogul și solidaritatea creează punți de legătură între oameni!”
(English: “Dialogue and solidarity build bridges between people.”)

Maribor 2019

Cluj-Napoca 2017

Action
plan

In October 2018, a group of four youth workers joined a training course in Cluj-Napoca called P.R.I.D.E. (Promoting Rights, Inclusion, Diversity and Equality). During the course, the Slovenian team developed the idea for the first Pride festival in Maribor. Shortly after coming back, they gathered a group of volunteers of the Maribor through Pink Glasses (MSRO) program and the Maribor Youth Cultural Center (MKC). The group decided to collaborate with the Go Free organization in the form of an Erasmus+ project. This way, they acquired financial support, as well as help from an organization with a recent experience organizing the first pride parade in their city, which had a similar context to Maribor. As part of the youth exchange, we went to Cluj-Napoca first to gain some knowledge and experience, then touched up the action plan and brought the two groups together. While preparing all the activities for the Erasmus+ project, a way of delegating work was established. We had weekly meetings.

In 2017, the Go Free Association, together with LGBTQIA+ youth from Cluj-Napoca (some of whom are now part of the PRIDE Association) and the Equality and Human Rights Action Center (ACTEDO), organized the first march in Cluj-Napoca for the rights of LGBTQIA+ people (#SpuneDrept), as part of the Cluj Pride Community Festival. In order for the march to take place, 22 official requests were filed at the Cluj-Napoca town hall.

During the planning stages, there were different opinions about how to move forward, even among members of the organization team. Some suggested not to promote the event, as we had not yet received approval from the local authorities; an official approval would serve as an assurance that there would be no violence against those participating in the march, as well as public recognition of the fact that #WeAreHere.

case studies

Maribor 2019

Cluj-Napoca 2017

Action plan

There were four work groups, with team members responsible for executing the ideas formed under the supervision of the project coordinator and two youth leaders. We received strong support from the employees at the Youth Cultural Center, especially when it came to various approvals and safety measures. In April 2019, the leaders and some volunteers attended a one-day training course in Rijeka, where the teams behind Ljubljana and Zagreb Pride shared their experiences with us. Finally, with participants of both youth exchanges in attendance, the very first Maribor pride parade was held.

This was when the movement of LGBTQIA+ youth of Cluj-Napoca was born, because we all learned what it means to promote activism for the rights of the LGBTQIA+ community in Romania, how to manage our own feelings and overcome fears of being visible, and take action in order to create the change that all of us involved in organizing Cluj Pride wished for.

Date

The Maribor Pride March was held on June 29, 2019, concluding a short festival that took place over the course of two days. The date was symbolic, as it was the 50th anniversary of the Stonewall uprising.

The Cluj Pride March was held on July 1, 2017, as the final event of the festival with the same name. It also represented the main part of the visibility campaign #SpuneDrept.

Target audience

LGBTQIA+ communities in Maribor and the surrounding areas, LGBTQIA+ communities in Slovenia and neighboring countries, and their allies both locally and beyond.

LGBTQIA+ communities and their allies in Cluj-Napoca and LGBTQIA+ communities from all across Romania.

case studies

Maribor 2019

Cluj-Napoca 2017

Work division

Project coordinator:

Marja Guček (MKC Maribor)

Youth leaders:

Adrijana Kos (MKC Maribor)

Luka Kristić (MKC Maribor)

Andra Camelia Cordoş (Go Free Association)

Participants of the youth exchange from Maribor & Cluj-Napoca

Volunteers of the Maribor through pink Glasses program (MSRO)

Employees of MKC Maribor

Coordinators:

Andra Camelia Cordoş (Go Free Association)

Alexandra Columban (ACTEDO)

Lucian Dunăreanu – representing the LGBTQ+ activists (now president of Pride Romania)

The 3 delegates represented the group in all the negotiation meetings with the local authorities in order to obtain approval for the march.

50+ volunteers took part in organizing the first edition of the Cluj Pride Festival, the #SpuneDrept Campaign and the march itself.

Campaign budget

Approx. 15,000 EUR

Aprox. 2,000 EUR

Number of participants

In order to track the number of participants, bracelets were handed out to everyone in attendance. To our surprise, we eventually ran out of bracelets; we had prepared a total of 700. Police estimates put attendance at over 800, more than twice the expected turnout of a few hundred people.

The number of participants grew year-to-year. In 2017, more than 800 people attended the first Cluj Pride, while over 3,500 participated in the third edition in 2019, which finally took place in downtown Cluj.

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Maribor 2019

Cluj-Napoca 2017

Promotion

The campaign was promoted via different media outlets, through networking and with the help of various events leading up to the parade. Promotional aspects included:

- Promotion of the youth exchange and Pride itself with press releases and invitations for the media;
- Interviews for local and national media outlets;
- A fundraising event held on May 18 for the general public;
- Newsletters and e-mails addressed to Slovene LGBTQIA+ organizations and those from neighboring countries;
- Creating official Facebook and Instagram pages and conceiving a dynamic social media plan;
- Official invitations for the local authorities and potential supporters. (which notably led to the unexpected show of support by the British embassy);
- Inviting local museums, companies, organizations and other institutions to fly a rainbow flag on the day of the event and publicly pledge support, with a total of 18 organizations joining the initiative.

As part of the #SpuneDrept campaign, which preceded the organizing of the first Cluj Pride, there were 36 videos showing support for the LGBTQ+ community. The messages were broadcast by activists, members of the academic society of Cluj, politicians, journalists, representatives of NGOs and others. They were also shared through the #SpuneDrept Facebook page, along with other content on our Facebook and Instagram channels.

Various press material was also published before and after the first Cluj Pride.

Supplies and materials

Rainbow umbrellas, T-shirts, name tags, necklaces, folders, flags of different sizes, badges, handmade banners, bracelets, two small trucks, donated materials from the British Embassy, radio jingle, etc.

Posters, stickers, flags, handmade banners, T-shirts, etc.

case studies

Maribor 2019

Cluj-Napoca 2017

Tools

- March
 - Fundraiser
 - Press releases
 - Art contest and exhibition
 - Theatrical performance
 - Banner-making workshop
 - Community meetings
 - Pre- and post-march events
- Community journalism
 - Workshops on different topics
 - Press conference
 - Movie night
 - Art exhibitions
 - Theatre
 - Community meetings
 - March

Event organization

Organization began in January 2019. Throughout the process, volunteers held weekly meetings, discussed and exchanged ideas, and updated the overall action plan. Safety, technical and logistical preparations took place two months before the event. A significant moment in the lead up to the parade was organizing the fundraising event, as preparations brought the group closer and served as practice for organizing the parade. A great amount of help was provided by the participants of the youth exchange, particularly when it came to logistics; their participation left an important mark on the event.

Between May and July of 2017, during the organization of the first Cluj Pride, there was constant communication with the members of the Cluj community, who became our allies. We communicated via social media platforms and through discussions with representatives of the civil society, journalists and others. We also monitored the public discourse surrounding the campaign, including statements by public figures and content published in the press before and after the event, reacting and responding in a responsible way when we thought it necessary.

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Maribor 2019

Resistance to change and other challenges

From the very first announcement of a Pride event in Maribor, there were many instances of hate speech, particularly in online spaces. The main challenge regarding organization was security. The safety measures required communicating with the police, who provided additional security. The police officers were professional and ensured a high level of safety; however, as the parade was deemed a high-risk event, we had to pay for their services, which we found unfair and undemocratic. A unique challenge were the threats made by individuals with ties to the local soccer club fan organization. There were also minor incidents after the event.

Cluj-Napoca 2017

It is important to mention that the entire organizing team of Cluj Pride was under immense public pressure. This took the form of intimidation, both online and offline, by individuals who were against the idea of a pride march in Cluj-Napoca, as well as representatives of the Romanian Orthodox Church. They organized public events urging people to pray for the organizers and participants of Cluj Pride. Of course, these types of messages only serve to promote hate rather than acceptance. While it took 22 requests from the Cluj Pride team for the first march to be approved, on a peripheral route, the counter-campaign organized by the New Right obtained an approval to hold their event in the city, in Avram Iancu Square, with just a few supporters. There was less resistance to change in the years that followed, both from the authorities and the local community, even with various fascist groups.

Recognition, impact and dissemination

The event and organization efforts generated more than 70 unique media reports, as well as great interest among participants. This has helped raise the profile of our program. The event and

The #SpuneDrept march for the rights of the LGBTQIA+ community won first prize at the Youth Gala of Romania 2017, organized by the Ministry of Youth and Sports, in the category

case studies

Maribor 2019

its significance were recognized by several public figures and institutions, including the mayor of Maribor, the British embassy in Slovenia and even UEFA president Aleksander Čeferin, who sent a letter of support. Evaluation after the event has also showed evidence of positive feedback from the local community. We have observed many instances of the event's lasting impact. In 2020, the Koroška region organized its first Pride event, citing Maribor Pride as their inspiration. Maribor's first drag house, Haus of Vulva, was also established, serving as an important of

Cluj-Napoca 2017

of youth involvement in the community. It was also one of the five finalists for Volunteering Project of the Year at the National Volunteer Gala, in the category of activism and human rights.

Local activism: impact

After the pride parade, a number of volunteers that organized the event continued to work with MSRO. The group as a whole became even more encouraged to work with and for local LGBTQIA+ communities, and continues to build on their success.

Our program and MKC Maribor established stronger ties to other LGBTQIA+ organizations in Slovenia, in addition to inspiring new local efforts. We continue to create more content and hold events that aim to strengthen that network.

After the first Cluj Pride, LGBTQIA+ activists became more visible and mobilized in different organizations or support groups. As a direct result, the PRIDE Romania Association was established as the main organizer of Cluj Pride.

Other Cluj-Napoca organizations and groups who work with or offer support to LGBTQIA+ people include Go Free, ACTEDO, Queer Sisterhood Cluj, PRISMA, Glia Queer, COMMA and others.

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