



## Recommended Activation Moments

The Trevor Project celebrates LGBTQ Pride every day and invites corporate partners to activate with us year-round. This document highlights notable cultural moments that are relevant to our mission and the LGBTQ youth we serve.

### I'm Interested In Activating During One Of These Moments! What's Next?

We activate with each of our corporate partners in a unique way that is customized to our shared goals. Some corporate partners release merchandise with a portion of the proceeds benefiting Trevor, while others give customers an opportunity to donate to Trevor at point-of-sale by "rounding up at the register." Others may agree to match individual donations to Trevor 1:1, 2:1, or 3:1 during a marquee fundraising moment. Learn more about our partnership opportunities and register your interest with our team on [our website](#).

Relevant Calendar Moments
<b>February</b> <b>Valentine's Day:</b> Bring to the forefront affirming and inspirational stories of love within the LGBTQ community <b>Black History Month:</b> Amplify Trevor's data on or resources for Black LGBTQ youth, such as <i>Black and LGBTQ: Approaching Intersectional Conversations</i>
<b>March</b> <b>Women's History Month and International Women's Day:</b> Commemorate the achievements of female LGBTQ trailblazers and empower female LGBTQ youth <b>Trans Day of Visibility:</b> Help Trevor amplify our research on and resources for trans youth, such as <i>A Guide to Being an Ally to Transgender and Nonbinary Youth</i>
<b>April</b> <b>Lesbian Visibility Day:</b> Highlight and affirm the experiences and beautiful diversity of this LGBTQ community <b>National Volunteer Week:</b> Join Trevor's annual gratitude campaign that focuses on showing appreciation for the hundreds of volunteers who power our work
<b>May</b> <b>Mental Health Awareness Month:</b> Demonstrate your commitment to fostering positive mental health through education, content, and conversation

**Asian American and Pacific Islander Heritage Month:** Help Trevor amplify our groundbreaking research on Asian LGBTQ youth mental health  
**International Day Against Homophobia:** Speak out against discrimination and promote authentic LGBTQ allyship  
**Pride Season:** Launch your Pride campaign with Trevor before June and get ahead of the competition

## June

**Pride Month:** Join our biggest campaign of the year! But don't forget: at Trevor, Pride is a year-round affair. Trevor actively promotes Pride messaging on our channels from May through August, but Pride celebrations happen all over the world at different times of the year.

## July

**End of Trevor's Fiscal Year:** Join Trevor for this exciting and urgent donor engagement campaign  
**BIPOC Mental Health Awareness Month:** Engage in powerful dialogues about intersectionality and raise awareness about the unique mental health challenges of BIPOC LGBTQ youth

## August

**Back to School Season:** Show support for LGBTQ youth who may be struggling with bullying or other challenges at school

## September

**Suicide Prevention Awareness Month:** Raise awareness about the second leading cause of death for young people  
**BiWeek / Celebrate Bisexuality Day:** Bisexual youth comprise a substantial proportion of the LGBTQ community; help increase their visibility and amplify their experiences  
**National Latinx Heritage Month:** Boost Trevor's research and resources for Latinx LGBTQ youth

## October

**LGBTQ History Month:** Commemorate the incredible history of our diverse LGBTQ community  
**National Coming Out Day:** Help create a world where every LGBTQ young person feels safe to come out, such as by promoting advice from Trevor's *Coming Out: A Handbook*  
**World Mental Health Day:** Activate as a champion of mental health and share resources for suicide prevention

## November

**Transgender Awareness Week / Transgender Day of Remembrance:** Spread awareness of the unique challenges of trans and nonbinary youth  
**Giving Tuesday:** Raise money for Trevor during this international moment of generosity which drives billions of global impressions – and billions in fundraising

## December

**Trevor's End of Year Campaign:** Partner with us during our second biggest fundraising moment of the year (after Pride)  
**Holiday Season:** Show support for LGBTQ youth facing challenging home situations or familial rejection