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.

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