

# Ways for firms to mark Pride

A guide for investment firms



There are various ways you can communicate internally and externally around Pride, its history and significance, while raising awareness of your firm's LGBT+/Allies network and the work it does. Here are a few ideas gathered from our members.

### **Internal communications**

Leaflets / four-sided stand-up cards – these can be placed in breakout and social areas, meeting rooms and reception areas

Posters – put up on notice boards around your building Intranet posts – start debates, post stories

Events – social and educational events for your networks, or held jointly with other D&I networks within your firm

Fundraising – for a connected charity, hold an event to raise funds

### **External communications**

Social media – use your firm's social media accounts to publish a range of content through the month. Focus on what Pride means, what your firm and network is doing

Blogs - ask employees to write a Pride-themed blog and publish it on your firm's blog

### **Pride-ify your company branding**

Redesign your logo, turning it into to a Pride-themed version

Update the logo on your websites, social media accounts and give people the option to use it on their email sign off throughout the month of June or beyond

### **Pride-ify your building**

Fly a flag from the building or in reception areas. Add tabletop rainbow flags to tables in meeting rooms.

Create a rainbow balloon arch for your reception area. Wrap your building in rainbow colours.

Light up the outside of your building with rainbow lighting

### **The Pride marches**

Give marchers specially designed t-shirts that showcase the year's theme while connecting it to your firm and its commitment to diversity and inclusion

Design and carry a banner that celebrates Pride and promotes your firm's D&I commitment

