



# Center Awareness Day

## PARTNER TOOL KIT





# Partner Tool Kit – Center Awareness Day

## What is LGBT Center Awareness Day?

**October 19** is the day that **LGBT Center Awareness Day** is celebrated.

This day is an opportunity to raise awareness of the impact of LGBT Centers on communities world-wide. LGBT issues are gaining wider exposure in local, national and global arenas. LGBT Center Awareness Day is an opportunity for us to collectively create a greater awareness of the impact of LGBT centers in their communities and on their campuses; to acknowledge supporters and volunteers; and to educate people about our mission and our accomplishments.

We celebrate LGBT centers that operate both in communities and on college campuses. LGBT Community Centers are embedded in their local communities. LGBT Campus Centers and Offices are embedded in college campuses, providing support and education to the college community. Together, we celebrate the great work that both types of centers do, and encourage campus and community centers to connect with each other.

## Why is LGBT Center Awareness Day important?

LGBT Community Centers serve over 43,500 individuals in a typical week and refer over 6,000 individuals to other agencies for services and assistance.

They are often the only staffed non-profit LGBT presence in the area and the first point of contact for people seeking information, coming out, accessing services or organizing for social change.

Over 210 college campuses across the U.S. and Canada support an LGBT center or office, meaning that they collectively serve 4 million college students.

Campus centers provide information and referrals to students, staff, faculty, and community members. They often provide training, resources, and advocacy.

LGBT Center Awareness Day is an opportunity to spotlight the great work that centers do, both on campus and in communities, and to highlight the (sometimes life-saving) services that they provide.

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## How can Community Partners help to promote LGBT Center Awareness Day?

Community Partners are asked to help promote LGBT Center Awareness Day on October 19, via email, social media, blog posts and on websites.

**Below are some sample social media posts:**

### Sample Tweets & Facebook Posts

There are over 250 LGBT community centers and 210 LGBT Campus Centers that provide vital resources to people every day! #LGBTCAD



LGBT Community Centers serve over 43,500 people every WEEK! Find your nearest center at: <http://bit.ly/1CpJhsI> #LGBTCAD

The first campus LGBT center was founded at the University of Michigan-Ann Arbor in 1971. Now there are over 210! #LGBTCAD



Today is LGBT Center Awareness Day! Stop into your local center and find out about the services and resources they offer. #LGBTCAD

Did you know that many LGBT community centers offer free computer services! Stop in your local center and find out more. #LGBTCAD

Want to find out more about LGBT community centers? Check out the [www.lgbtcenters.org](http://www.lgbtcenters.org) #LGBTCAD

Want to find your closest campus center? See a comprehensive map here: <http://bit.ly/1KbYNcl> #LGBTCAD



## How can I help spread the word?

LGBT Center Awareness Day is a great opportunity to raise awareness about what centers do and where they are located! Here are just a few ideas:

- Hold an event to raise funds for your local LGBT center.
- Include local LGBT center events in your online calendars and/or newsletters.
- Tweet and Post about LGBT Center Awareness Day on October 19. (Don't forget to use hashtag #LGBTCAD)
- Refer people seeking support, social events and services to your local center.
- Add a link to your local center, CenterLink and/or The Consortium to your webpage

However you participate, we appreciate your support! If you have any questions, please contact us at: [centerawarenessday@lgbtcenters.org](mailto:centerawarenessday@lgbtcenters.org) .