



RAINBOW LACES 2020: ACTIVATION PACK

FOR COUNTY FAs

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This FA activation pack explains how you can support Stonewall's Rainbow Laces 2020 campaign, which is fully endorsed by The FA.



MAKE FOOTBALL EVERYONE'S GAME.



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THE ROLE YOU CAN PLAY



The impact of the Rainbow Laces campaign over the past five years has been incredible and – according to research (see ‘Key statistics’ on **page 14**) – it has inspired over seven million people to feel more positive about LGBT+ inclusion in sport. We have been overwhelmed with the response – but we know more can be done to make football as inclusive as possible.

That’s why we’ve put together a set of resources to make supporting the campaign easy. Please encourage all your leagues, clubs, officials and other members of staff to be part of raising awareness of LGBT+ inclusion in football. To help you, every County FA has a mentor to help you make the most of this year’s campaign.



Bob Cotter
Chair, FA National Game Board



We take The FA’s ‘For All’ ethos very seriously. That’s why it appears under our logo, as on the front of this publication. But it’s more than words. We passionately believe everyone should have the opportunity to be involved in football and feel safe and comfortable when they do.

One of the ways we show this is by supporting campaigns which fit with our own beliefs. The Rainbow Laces is just such a campaign. And this year we will be supporting it in a bigger and better way than ever before.

We hope every County FA will support Rainbow Laces 2020 – the biggest such campaign to date.



Mark Bullingham
FA Chief Executive

WELCOME TO THE 2020 RAINBOW LACES CAMPAIGN

We're delighted you'll be part of the 2020 Rainbow Laces campaign

The campaign will take place from **Thursday November 26 to Sunday December 13**. The following weekends are prime opportunities to promote inclusive football messages about what you're doing to promote LGBT+ inclusion in football:

November 28 and 29 2020

December 5 and 6 2020

December 12 and 13 2020

The 2020 campaign has been spearheaded by The FA's Rainbow Laces Committee. (as listed overleaf). Our aim is to provide you with a professional resource to help you have a uniformed look and feel for your campaign, allowing you to take local ownership of your own messages and identity. We want to give you the best chance possible to amplify what For ALL means to you as a County by giving you sufficient lead in time to plan. Given the overwhelming number of requests for laces last year, we know at first hand there is real appetite from you to get involved. As a committee, and in the spirit of fairness For ALL, we have distributed laces to you in a fair, proportionate way to encourage participation

from as many leagues and clubs around the country. Stonewall has introduced six new pairs of laces for this year's campaign which include Ace, Bi, Lesbian, Non-Binary, Pan and Trans. For more information and to purchase any laces please see the Stonewall website.

Over the last four years, County FAs have continued to be champions of change and allies of inclusion. Our combined efforts continue to generate awareness of homophobia, transphobia and biphobia abuse/ concerns, which sadly still takes place. We've moved the dial in the attitudes of people, but we need to go further to encourage people to be active allies to LGBT+ people and make football

FOR ALL. We do hope you'll continue to show your support by engaging your leagues, clubs and partner organisations throughout this period so that together, we can make football everyone's game.

This digital toolkit is to help you and those involved over the campaign period to make the most of your involvement in the campaign, by promoting your fixture dates (if you have any during the campaign period), conveying key messages and statistics and some suggestions for showcasing commitment to LGBT+ inclusion.

WELCOME TO THE 2020 RAINBOW LACES CAMPAIGN (continued)

Our committee have worked together to make this year's campaign even more accessible and engaging

Each County FA has its own dedicated mentor to pick up any queries related to your planning. The committee would like to thank you for your support and working towards making this campaign the biggest to date, with ALL County FA taking part, which will be a first for the campaign.

The FA's Rainbow Laces Committee:

Conor Ogilvie-Davidson, Somerset FA;
Ash Slaughter, The FA;
Kirsty Smith, Suffolk FA;
Alex West, Manchester FA;
Funke Awoderu, The FA;
Jehmeil Lemonius, The FA.

YOUR MENTORS

Conor Ogilvie-Davidson

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Berks & Bucks, Cheshire, Cornwall, Cumberland, Derbyshire, Devon, Dorset, Gloucestershire, Jersey, Lancashire, Nottinghamshire, Shropshire, Surrey, Westmorland, West Riding, Wiltshire, Worcestershire.

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Kirsty Smith

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Bedfordshire, Birmingham, Cambridgeshire, Durham, East Riding, Hampshire, Huntingdonshire, Leicestershire & Rutland, Lincolnshire, Liverpool, Northamptonshire, Northumberland, North Riding, Oxfordshire, Sheffield & Hallamshire, Suffolk.

KEY DATES

Thursday November 26 – Sunday December 13: Activation weeks

Anyone is free to use any weekend – or weekday – of the campaign to activate.

Think creatively of ways to activate your campaign. From November 26, you will have access to an incredible range of digital assets through Playing Surface **(see page 18)** to use on social media to show your support.

How about using rainbow colours in your Twitter profile image and using #RainbowLaces when posting content?

Wednesday December 9: **Wear Your #RainbowLacesDay**

Teams, leagues, businesses, schools and leading sports people all over the world will be getting together to wear their Rainbow Laces to work, taking pictures and posting them on social media, showing they are Coming Out for LGBT+ people in sport.



Sunday December 6 – Sunday December 13: **Play Your Part – Visible show of Support**

Ask your supporters to play their part to prevent LGBT+ hate crimes in sport. Keep an eye on Stonewall's **website** for information on how you can make sport more inclusive.



HOW CAN YOU SUPPORT RAINBOW LACES?

This year, high-profile players, personalities and people in a variety of different sport settings will lace-up as a show of support; but **Rainbow Laces** is about more than laces. There are so many ways to go that step further and demonstrate you are active allies to LGBT+ people in your community.

Beyond wearing Rainbow Laces, there are lots of ways everyone can make a **big impact**. Print off this **checklist**: the more you can **tick off**, the more you've done to help make football as inclusive an environment as possible.

CAMPAIGN CHECKLIST

-  **Show your support:** Be part of our largest Rainbow Laces campaign and help Make Football Everyone's Game.
-  **Choose an ambassador:** Could it be your chair, your CEO, or could it be you?
-  **Choose an activation date:** Decide on a date in which you would like to activate your campaign and choose key fixtures to dedicate to the cause. Share these with us.
-  **Engage your community:** Speak to your leagues, clubs, staff, volunteers, local community groups, etc. about how they can activate their campaign and make the most of it.
-  **Engage young people:** Speak to your local youth teams, schools, colleges, youth groups, etc. about how they can interact with the campaign.
-  **Wear your laces:** Lace up and wear your Rainbow Laces.
-  **Sign up:** Sign up as a club, league, player, volunteer or official to the Stonewall pledge and publicise on social media to help raise awareness.
-  **Identify LGBT+ allies:** Speak to players, managers, coaches, officials and others who can talk authentically about why action to support LGBT+ inclusion matters to them. Reach out to high profile players and personalities from a variety of sporting settings; there will be great allies and role models within your community who can support.
-  **Share your support:** Edit and personalise the range of new digital assets from Playing Surface to activate your campaign through social media and use #RainbowLaces. You can share these assets with your leagues, clubs and partner organisations (**see page 18**).
-  **Be creative:** You can wear your laces in any kind of laced shoe, so from your boots to your brogues, there's always a way to wear your laces. Use the internet for how-to-guides on turning laces into hairbands, braids, bracelets and hoodie drawstrings and use rainbow face paint.
-  **Be a showcase:** Host a dedicated Rainbow Laces match, a mid-winter futsal competition, a Mixed Gender Festival or come up with your own way of engaging people in football.
-  **Use the resources:** Soon there will be many tools available on the Rainbow Laces page on your CFA website and you have your own dedicated mentor for the campaign to answer any questions you have, so find out who yours is. Stonewall will also have resources and top tips available on their **website** for further information, which can be circulated.
-  **Come together:** Bring colleagues together for Wear Your Rainbow Laces Day on Wednesday 27 November 2020. You could: take and share photos wearing your laces together, organise an internal 5-a-side game or have a group discussion about LGBT+ issues. Use #RainbowLacesDay.



RAINBOW

“ The effort made to create a LGBT+ inclusive environment within football and beyond demonstrates our commitment to making the game truly accessible to everyone. ”

Craig Donald – FA Chief Information Officer and FA Role Model



KEY MESSAGES

These should be personalised and included in any of your social media content. It's always much better when it sounds like something you would say yourself.

Make Football Everyone's Game: It's down to you to be an active ally.

Most fans want football to be everyone's game. Wear Rainbow Laces to show your support for LGBT+ people.

LGBT+ people are part of our club community. Let's celebrate them, share their stories, and show our support.

Abuse isn't banter. Be an active ally to LGBT+ people: challenge slurs and report homophobia, transphobia and biphobia when you see it.

Wear Rainbow Laces and show your support on social media by using the official hashtags #RainbowLaces and #RainbowLacesDay.

Remember: Wearing Rainbow Laces means you support LGBT+ inclusion, not that you necessarily identify as LGBT+.



“ We had good engagement from our clubs with most who received laces sharing photos with us and re-sharing our social media posts. I feel this raised awareness of the campaign further rather than just to those teams who were involved. ”

Justine Mosley – County Development Manager, Dorset FA

KEY STATISTICS



More than two in five LGBT+ people (43 per cent) think public sporting events are not a welcoming space for LGBT+ people (LGBT in Britain: Hate crime and discrimination, YouGov and Stonewall 2017).



One in eight LGBT people (12 per cent) avoid going to the gym or participating in sports groups because of fear of discrimination and harassment. Two in five trans people (38 per cent) avoid these places compared to seven per cent of LGB people who aren't trans (LGBT in Britain: Hate crime and discrimination, YouGov and Stonewall 2017).



Cambridge University research for Stonewall found that one in seven LGBT pupils (14 per cent), including three in ten trans pupils (29 per cent) are bullied during sports lessons (Stonewall, School Report 2017).

KEY STATISTICS (continued)

ACTIVE ALLIES IN SPORT

• The Rainbow Laces campaign inspired around **7 million** people feel to more positive about LGBT inclusion in sport after having seen the campaign (ICM/Stonewall Research, 2017).

7m

4.8m

• As a result of seeing the campaign, around **4.8 million** people say they would be more likely to challenge anti-LGBT language in sport (ICM/Stonewall Research, 2017).

• Some **58%** of sport fans who saw the campaign feel like they have responsibility to stick up for LGBT fans of the teams and sports they follow (ICM/Stonewall Research, 2017).

58%

17%

• But **17%** of sport fans think anti-LGBT language is harmless if it's just meant as banter (ICM/Stonewall Research, 2017).





PLAYING SURFACE: THE HOME OF ALL YOUR #RAINBOWLACES CONTENT CREATION

You don't need laces to join in

Help us make 2020's activation of Stonewall's Rainbow Laces campaign the biggest and most visual to date by sharing your stories and support of LGBT+ inclusion in football.

The FA has worked with its partners at Playing Surface to create a range of editable digital assets for you to use in the lead-up and throughout the campaign window – **free of charge!**

Playing Surface is simply a website that you log in to, create your digital assets, save them and post them to social media or use them across your website.

Playing Surface can be accessed from **Thursday November 26 2020** from the Rainbow Laces page on your County FA's website for you to use and share. Simply click the link and register for an account to access the dashboard. Create everything from a fixture list, matchday line-ups, GOAL! GIFs, half and full-time scores, plus post-match quotes and pledges of support. You can edit every asset to make it truly yours whilst being part of a national campaign and supporting LGBT+ inclusion across the sport of football.



PLAYING SURFACE: HOW DOES IT WORK?

1

Select a template

- If you have access to only one project you can do this directly from the dashboard.
- If you have more than one project you can click into the project to see the available templates within it.



2

Customise the graphic on the create page

- Add match text
 - Upload a photo
- TIP:** You can use the blue edit button to zoom in and position your photograph.



3

Download your final image

- The downloaded image can be used in social media or on your website.
- TIP:** A history of the graphics you've created is available via the left menu.



4

Save your canvas

- When you save the graphic you will see a pop up of the final image.
- TIP:** You can close the popup to make adjustments and then save again.



STONEWALL'S NEW LACES

The new Stonewall laces for 2020 include Ace, Bi, Lesbian, Non-Binary, Pan and Trans – as shown below.

For more information and to purchase any laces please visit Stonewall's shopify page [here](#).





ForALL

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