



RAINBOW LACES 2020: ACTIVATION PACK

FOR CLUBS AND LEAGUES

Published: November 2020



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 have put together a set of resources for clubs, leagues and anyone else who would like to be a part of raising awareness of LGBT+ inclusion in football.

We hope to have your support for the biggest Rainbow Laces campaign to date. Thank you.

A handwritten signature in black ink, appearing to read 'Bob Cotter'.

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 we can count on your support.

A handwritten signature in black ink, appearing to read 'Mark Bullingham'.

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:

December 5 and 6 2020
December 12 and 13 2020

The digital toolkit is to help your club or league to make the most of your involvement in the campaign. You can use the assets to promote the fixtures when you'll be activating Rainbow Laces, as well as conveying key messages and statistics. There are also some suggestions for showcasing your commitment to LGBT+ inclusion. In addition, you'll find additional resources on The FA's website.

The FA champions change and everyone who is an ally of inclusion. The combined efforts of grassroots clubs and leagues continue to generate awareness of homophobia, transphobia and biphobia abuse/concerns, which sadly still takes place. However, while we've positively changed people's attitudes, we need to go further to encourage people to be active allies to LGBT+ people and make football For All.

We hope clubs and leagues will embrace being part of a display of support for LGBT+ people in football. Together, let's make football For All, whether you're a fan, player, manager, coach, referee or volunteer.



“ We, as a league, have participated in this event for a number of seasons and were very happy to support it again when asked to do so.

The use of the laces brings teams together and can provide a breaker of tension and barriers between clubs.

Enjoy the participation and embrace the fun of the days when the laces are used. ”

Kevin Turner – Referee and Secretary, Sevenoaks & District Football League

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 a club secretary, a team captain, 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 your County FA (CFA).
- ☐ **Reach out:** Speak to your CFA for details of their IAG (Inclusion Advisory Group) to speak to great local community partners. Request laces and armbands from your CFA and use them as a resource.
- ☐ **Engage your community:** Speak to your teams, staff, volunteers, local community groups, etc. about how you will activate your 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.
- ☐ **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.
- ☐ **Wear your laces:** Lace up and wear the rainbow laces.
- ☐ **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 (available from 1 November) to activate your campaign through social media and use #RainbowLaces.
- ☐ **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:** There are many tools available on your CFA's website and your CFA is there to support you with any questions you have about the campaign. 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 December 9 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.



“ 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+.



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).



“ We got involved to show mine and my teams support for the campaign. We are a team that welcomes all individuals.

We wore the laces to league games, training and promoted the campaign through our Facebook and Instagram accounts.

We all enjoyed wearing the laces, showing support and promoting inclusion. ”

Catherine Patterson – Coach and Player, Wirral Valkyries



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 CFA'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.

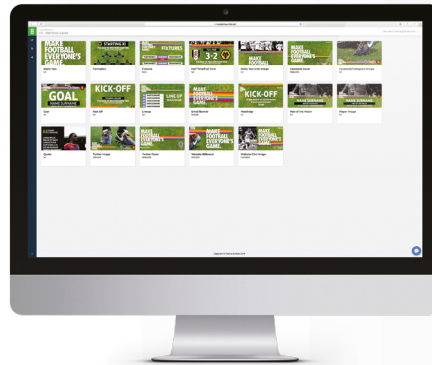


PLAYING SURFACE: HOW DOES IT WORK?

1

Select a template

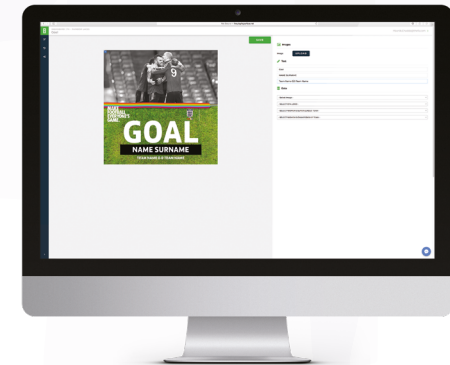
- If you have access to only one project you can do this directly from the dashboard.
- If you have more than one project you can click into the project to see the available templates within it.



2

Customise the graphic on the create page

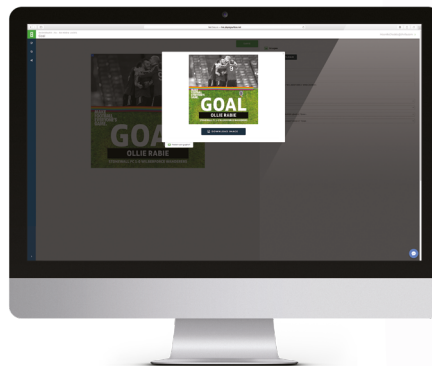
- Add match text
 - Upload a photo
- TIP:** You can use the blue edit button to zoom in and position your photograph.



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

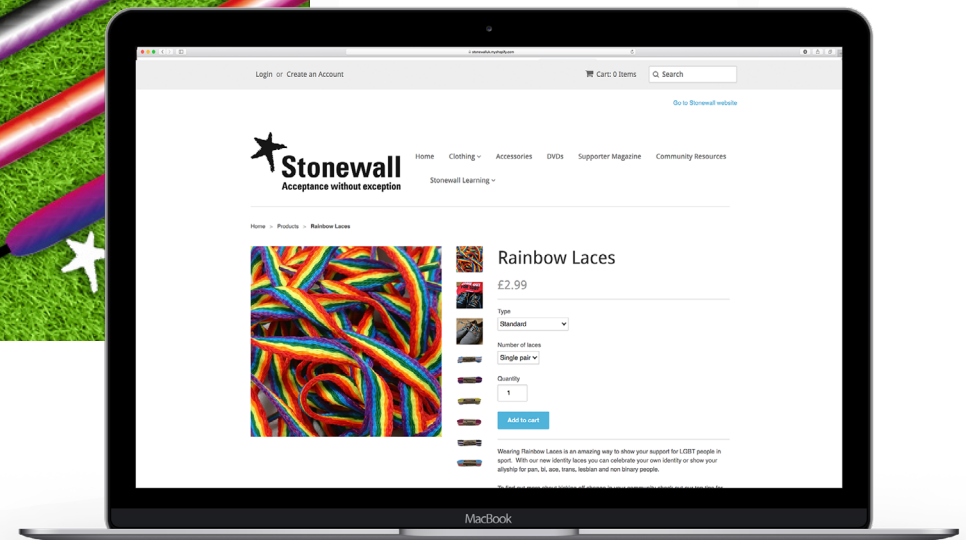
- When you save the graphic you will see a pop up of the final image.
- TIP:** You can close the popup to make adjustments and then save again.



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](#).





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