

# FOR ALL RAINBOW LACES 2020 – CAMPAIGN CHECKLIST

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 the **checklist** overleaf: 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 youth teams, schools, colleges, youth groups, parents, etc. about how they can interact with the campaign.
- **Wear the laces:** Lace up and wear the rainbow laces and captain's armbands sent to you.
- **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 26 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, teammates and friends and family together for Wear Your Rainbow Laces Day on Wednesday 9 December 2020. You could: take and share photos wearing your laces together, organise a Rainbow Laces match or have a group discussion about LGBT+ issues. Use #RainbowLacesDay.

