

Guidelines for Talking to the Moveable Middle About LGBT Issues

LGBT Movement Communications Toolkit



- Overall Messaging Guidelines
- Talking to the Moveable Middle About Marriage
- Talking to the Moveable Middle About Parenting and Adopting
- Talking to the Moveable Middle About Employment Protections
- Talking to the Moveable Middle About Don't Ask, Don't Tell
- Talking to the Moveable Middle About Hate Crimes
- Talking to African Americans About LGBT Issues
- Talking to Asian Pacific Islanders About LGBT Issues
- Talking to Latino Audiences About LGBT Issues
- Talking to Religious Audiences About LGBT Issues



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Terminology note: Gay and transgender

This section gives recommendations for how to talk to moveable middle Americans about LGBT issues. Since the moveable middle understands and relates better to the terms “gay” or “gay and transgender” than to “LGBT,” we’ve used these simpler, easier-to-understand phrases throughout. For more information see, “*Promote Inclusion, But Not Alphabet Soup*” in *Overall Messaging Guidelines*.