

Activation Pack

#LWW25 LESBIAN VISIBILITY WEEK

MONDAY 21 APRIL - SUNDAY 27 APRIL

Celebrating rainbow families



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OUR THEME FOR 2025 IS **CELEBRATING RAINBOW FAMILIES**, A GLOBAL CAMPAIGN CELEBRATING ALL THE BEAUTY OUR COMMUNITY BRINGS TO FAMILY LIFE

Throughout #LVW25 we will be uplifting rainbow families in all their diversity and spotlighting the challenges our community still faces when it comes to our family life. From nurturing chosen family, to family formation and raising LGBTQIA+ children, Lesbian Visibility Week 2025 will be a platform where LGBTQIA+ women and non-binary people's families can be seen, understood and truly appreciated.

At a time when progress on LGBTQIA+ rights globally feels fragile and rainbow families are under attack, we want to lift our voices up in joy and love: letting the world know that our families have always been here and will always be here. Be part of the #LVW25 celebration!

You can find out about more about #LVW25 events and activations on our website lesbianvisibilityweek.com.



Please add your own public events to the *online calendar*, and share your own activation ideas by tagging us in on #LVW25.

This activation pack gives you some ideas and tools to get started but let your creative flag fly. Our families are beautiful and powerful in our diversity, and we want Lesbian Visibility Week 2025 to reflect us all.



If you're interested in sponsorship, please contact linda@diva-magazine.com

#LVW25

Celebrating rainbow families

SOCIAL MEDIA

Please make sure to use the hashtag #LVW25.

Doing this makes it possible for LGBTQIA+ women and non-binary people all over the world to search the Lesbian Visibility Week hashtag and see an incredible outpouring of love and support. It also means that all social media users can be part of celebrating our incredible community.



BRANDING

We've produced some branded banners, frames and icons that you can use whenever you are creating Lesbian Visibility Week content, whether it's for internal or external communications.

You can download these materials from this document and our [*interactive brand book*](#).

Consistent use of hashtags and branded materials will help amplify the message of celebrating rainbow families.

ACTIVATION IDEAS

There are a million wonderful ways to celebrate LGBTQIA+ women and non-binary people's families during Lesbian Visibility Week, and we want you to be part of this campaign in a way that fits you, your organisation and your community.

Above all, we want you to celebrate Lesbian Visibility Week in a way that echoes throughout the year ahead. LGBTQIA+ women and non-binary people deserve to be visible and valued all year round.

1 AMPLIFY LESBIAN VISIBILITY WEEK CONTENT

When you see great #LVW25 content, amplify it by sharing it across your social media channels! Look out for content from the Lesbian Visibility Week and DIVA teams, including our fantastic new editorial and social content on every aspect of LGBTQIA+ family formation, produced with the support of our partners at the London Women's Clinic.

You will also see great #LVW25 content being shared by LGBTQIA+ community and voluntary sector organisations, inclusive corporates and media companies. Watch out for content from our fantastic partners EL*C, ILGA World, GLAAD, Curve and LGBT Foundation. Use the #LVW25 hashtag to share evergreen content on rainbow families: Lesbian Visibility Week 2025 is a key moment to foreground resources that support our families, and share reporting on the barriers we face.

The
London
Women's
Clinic



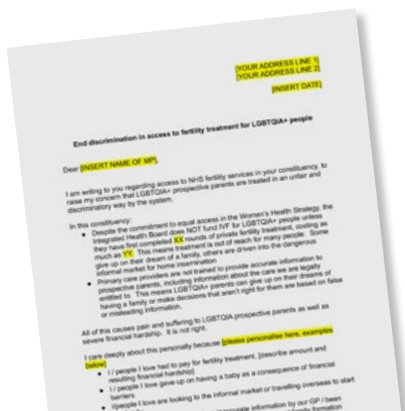
ACTIVATION IDEAS

2

SUPPORT THE FERTILITY JUSTICE CAMPAIGN: BE PART OF THE FIGHT FOR EQUAL ACCESS TO FERTILITY CARE IN THE UK

DIVA is a proud member of the Fertility Justice Working Group, campaigning for equality for all LGBTQIA+ prospective parents.

For Lesbian Visibility Week 2025, we want you to share [our campaign asks](#) and most importantly, encourage you and everyone you know to **WRITE TO THEIR MP** and ask them to stand up and fight for equality for rainbow families! You can find out about access to treatment in your area by using [Progress Educational Trust's Policy Tracker](#).



If it's useful, you can use [our template MP letter](#)



In the year 2025, nobody should be expected to spend up to £25,000 on private healthcare before being able to access IVF on the NHS.

3

SHARE FINDINGS FROM OUR DIVA SURVEY IN PARTNERSHIP WITH KANTAR

KANTAR

This year, with support from our partners Kantar, and working alongside the Curve Foundation in the US, we will be releasing new data on LGBTQIA+ women and non binary people's experience of family life in UK, US, India and South Africa. Alongside rich comparative insights on rainbow families, we'll be addressing the "so what" for brands and companies.

We'd love for you to engage with, share and amplify the findings – making rainbow families visible for Lesbian Visibility Week 2025.

4

HOST A #LVW25 EVENT

Does your workplace have an LGBTQIA+ and/or a parents network? Is your organisation passionate about inclusion? If the answer is yes, then why not host an #LVW25 panel event that explores the experiences and perspectives of LGBTQIA+ women and non-binary people?

Chosen family, family formation, raising LGBTQIA+ children, changing attitudes to LGBTQIA+ families – there are so many topics that matter to rainbow families, and panel events, firesides and talks can be a great way to open these up to a wider internal and external audience. If your event is open to the public, don't forget to register it on our website at lesbianvisibilityweek.com.

You might already have a great pool of speakers or panellists for this kind of event in your organisation or in your network. If you are looking for external speakers you could reach out to LGBTQIA+ charities and community groups or even to a speakers bureau such as OutSpoken, which specialises in LGBTQIA+ women and non-binary speakers.



Whatever you do for Lesbian Visibility Week 2025, enjoy it.
Our lives and our families are worth celebrating every week of the year.



And remember *to share your own public events*
on the Lesbian Visibility Week website.

#LVW25
LESBIAN VISIBILITY WEEK

lesbianvisibilityweek.com

