

Vote
for
EQUALITY

OBSERVE, INFORM, ACT

A **practical guide** for developing “**Vote for Equality**” campaigns, produced by the LGBTQI+ Political Participation Observatory of the Americas and the Caribbean.



Observatorio de Participación Política LGBTQI+
De las Américas y el Caribe



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VOTE FOR EQUALITY MANUAL:

Observe, inform, act.

A practical guide for developing “**Vote for Equality**” campaigns,
produced by the LGBTQI+ Political Participation Observatory
of the Americas and the Caribbean.



This manual was developed to **inform** and encourage civic participation in the **observation and monitoring** of electoral processes, with a particular focus on the **political rights** and **participation** of **LGBTQI+** people.

None of the activities outlined in this manual should be understood as endorsing, funding, or participating in political campaigns or candidates, nor as an attempt to influence the outcome of any election.

All activists, civil society organizations, political leaders, and other audiences using this manual are responsible for **ensuring** that their actions comply with all applicable local and national laws governing political and electoral activity.

The manual promotes **equitable and responsible participation** within each country's legal and regulatory framework, without contravening the rules that govern the political activities of nonprofit organizations or other entities.

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1. Introduction to the Vote for Equality Campaign

The Vote for Equality Campaign supports more inclusive and just democracies by addressing the barriers that limit LGBTQI+ political participation. Its core purpose is to ensure that LGBTQI+ people not only have fair access to political processes, but are also able to exercise real and lasting influence within them. In contexts where LGBTQI+ representation has historically been limited, the campaign is grounded in three guiding pillars: Observe, Inform, and Act.

The campaign works to close existing gaps through a strong digital presence and a research-driven approach that strengthens the collective power of LGBTQI+ people. By sharing clear and accessible information on candidates and public policies, and by continuously monitoring the political landscape, the campaign helps ensure that LGBTQI+ voices are recognized and valued at all levels of political decision-making — well beyond election periods.

1.1 Campaign Objectives

The main objective of the campaign is to inform and educate the public about LGBTQI+ candidates, as well as the positions and proposals put forward by political parties and candidates on sexual orientation and gender identity rights. At the same time, the campaign aims to strengthen the full exercise of LGBTQI+ people's political rights by encouraging active participation as voters and supporting their right to run for office and hold decision-making positions.

Ultimately, the campaign is not just about sharing information, but about driving meaningful, long-term change in how diversity is represented within political systems.

1.2 Importance of the Initiative

This initiative matters because it helps make LGBTQI+ political participation a real and tangible part of democratic life — something that is essential to building more inclusive and equitable democracies. The Vote for Equality Campaign not only affirms a fundamental human right, but also works to increase the visibility and representation of LGBTQI+ people in politics, directly challenging long-standing systems of discrimination and exclusion.

At a time when violence and hate-driven rhetoric — particularly targeting trans people — are increasing, the campaign offers a necessary and timely response. By taking an intersectional approach, it addresses the multiple and overlapping barriers LGBTQI+ people face, including those linked to gender identity, sexual orientation, economic conditions, ethnicity, disability, age, and migration status. This approach supports more inclusive and representative participation across all stages of the democratic process.

1.3 Implementation of the Campaign

The way the campaign is implemented depends on where it falls within the electoral cycle. In election years, the focus is on mapping candidates and closely examining government platforms and policy proposals. In non-election years, the emphasis shifts to ongoing political education, public awareness, and strengthening strategic partnerships to help prepare the ground for future elections.

To support this work, the campaign is built around a menu of 23 activities grouped into three core areas: Observe, Inform, and Act. This structure, explained in detail throughout the manual, helps ensure that each action is intentional, coordinated, and aligned with the campaign's broader strategic goals, while offering clear guidance for every stage of the process.

1.4 Activities of the Campaign

The Vote for Equality Campaign includes a range of strategic actions that span from monitoring and analyzing political environments to mobilizing and raising awareness among LGBTQI+ people. These activities are designed to respond to the needs of each moment — whether that means tracking hate speech during election periods or encouraging ongoing civic engagement in non-election years.

The campaign also includes educational efforts aimed at increasing understanding of LGBTQI+ political rights and strengthening representation across all levels of the democratic process. All activities are designed to be scalable, depending on available resources, allowing groups of different sizes to adapt strategies to their own capacities and contexts.

1.5 Who Can Implement the Campaign

The Vote for Equality Campaign is designed to be implemented across a wide range of contexts and with varying levels of resources, making it accessible to anyone interested in defending democracy and advancing equality. The campaign is currently active in countries such as Colombia, Peru, the Dominican Republic, Honduras, and Mexico, and is adapted to respond to local needs and realities.

We also recognize that similar efforts are underway in other countries, and we encourage organizations, community groups, and committed individuals to adapt and apply these strategies within their own contexts — whether at the national, regional, or local level. The campaign offers tools for monitoring, analysis, awareness-raising, and mobilization that can be adjusted to different budgets and capacities. At a time when LGBTQI+ political participation is growing, alongside the challenges it faces, this campaign presents an opportunity to strengthen inclusive democracy and advance equal rights globally. To support effective implementation, it is important to consider minimum recommended capacities, such as access to digital tools and dedicated human resources.

2. Introduction to the Manual

This manual is designed to empower individuals, organizations, and coalitions committed to advancing equitable political participation for LGBTQI+ people within their communities, countries, and across the region.

The Vote for Equality Campaign represents an active and sustained commitment to defending the political rights and equality of LGBTQI+ people. This guide sets out the core principles, key strategies, and essential components needed to plan, organize, and implement an effective campaign. Its goal is to serve as a practical tool that not only informs, but also creates positive impact within electoral processes and strengthens democratic life.

This manual is a key resource for strengthening and amplifying efforts to observe, inform, and act in support of LGBTQI+ political participation and electoral advocacy. Beyond highlighting the importance of electoral participation as a way to enrich democracy, the Vote for Equality Campaign seeks to shift how political participation is understood — demonstrating that it extends far beyond election periods alone.

The purpose of this manual is to provide a clear structure and adaptable tools that can be applied across different political contexts and stages of the electoral cycle, fostering a culture of active monitoring and sustained engagement. By using this guide, you are invited to lead a campaign that makes LGBTQI+ rights visible and protected, helping ensure that democracy truly reflects the diversity of our societies.



2.1 Intended Audience

This manual is designed for a broad range of actors, from LGBTQI+ activists to civil society organizations, political leaders, institutions, and individuals committed to social justice and human rights. It is an adaptable tool, created to be useful regardless of context, budget, or organizational capacity. Whether you are working with limited resources or have access to a strong support network, these pages offer the tools needed to launch a Vote for Equality campaign that can make a positive impact in your community.

This guide is for those who believe in the power of political participation as a force for change. We invite individuals and organizations alike to use this manual and join in building a more inclusive democracy — one where all voices, regardless of sexual orientation, gender identity, or expression, are heard and respected.

2.2 Contents of the Manual

This manual offers both practical guidance and inspiration for those seeking to lead an effective campaign. Throughout its pages, you will find:

- A clear explanation of the objectives of the Vote for Equality Campaign, and how political participation can serve as a transformative tool for advancing equal rights for LGBTQI+ people.
- The essential components of a successful campaign — such as education, awareness-raising, advocacy, and rights defense — adaptable to different political and cultural contexts.
- Practical resources and real-world examples, including templates and case studies, to support the planning and implementation of your own campaign.
- Proven strategies to maximize the impact of your campaign, ensuring it responds to the needs and opportunities present in your local, national, or regional context.

This manual is not intended to be a step-by-step guide. Instead, it is designed to offer the flexibility needed to:

Clarify the purpose of your campaign, helping you focus your efforts and achieve tangible, measurable results.

Select and adapt strategies that best respond to your specific context, increasing the likelihood of success.

Draw on lessons learned from previous campaigns, allowing you to replicate or adapt successful experiences to your own reality.

This resource is intended to support communities in all circumstances, regardless of their size or available resources, as they work to build inclusive campaigns and share best practices. Together, we can make a meaningful difference in moving toward a more equal and just future.



2.3 Reasons to Implement a “Vote for Equality” Campaign

Implementing a Vote for Equality campaign is a strategic way to promote a truly inclusive democracy and to advance the political rights of LGBTQI+ people. The campaign is grounded in years of experience and analysis of the needs and challenges faced by LGBTQI+ communities. Below are several compelling reasons to consider putting it into action:

- Strengthens active LGBTQI+ participation by ensuring that their needs and concerns are visible and taken into account throughout the electoral process. By amplifying these voices, you contribute to more equitable and just political representation.
- Promotes the full exercise of political rights, including the right to vote and to run for elected office. This not only increases representation, but also helps balance decision-making by incorporating a wider range of perspectives that more accurately reflect society.
- Provides educational tools and strategies to foster greater understanding and support for sexual and gender diversity — both within political spaces and in society more broadly — helping reduce discrimination and promote a culture of respect and inclusion.
- Creates opportunities to influence public policy and electoral platforms, ensuring that LGBTQI+ perspectives are included and that discrimination and hate speech are actively challenged. This influence is essential for the development of inclusive and fair public policies.
- Implementing this campaign is an investment in a more equitable and representative future. It is not only about responding to current needs, but about helping build an environment in which the rights and political participation of LGBTQI+ people are a concrete reality, not merely an aspirational ideal.

By taking on this campaign, you join a collective effort to transform politics and society in the name of equality and inclusion. It is a meaningful step toward ensuring that all voices are heard and valued within the democratic process.



3. Key Strategies and Considerations

The Vote for Equality Campaign is built on a comprehensive strategy organized around three core elements: observe, inform, and act. Each of these plays a critical role in advancing LGBTQI+ political participation and electoral advocacy.

Observe goes beyond simple monitoring. It means staying attentive to the political and social dynamics that shape the lives and experiences of LGBTQI+ people. This includes remaining alert to hate speech, discrimination, and the barriers faced by openly LGBTQI+ candidates and voters. Through observation, we identify areas where change is needed and recognize progress toward greater inclusion. We also collect and analyze data on the experiences of LGBTQI+ candidates and voters, creating a solid evidence base to guide our actions.

Inform, the second pillar of the strategy, focuses on education and the sharing of information. By providing clear, accurate, and accessible information about LGBTQI+ candidates, inclusive policy proposals, and specific electoral rights, the campaign empowers LGBTQI+ people to participate in political processes in an informed way. Digital tools such as websites and social media are used to share infographics, guides, and other educational resources. These efforts not only inform, but also challenge stereotypes and help foster a more inclusive and empathetic public understanding.

Act, lies at the heart of the campaign. It means taking concrete steps to change political and social realities. Through action, the campaign defends human rights, promotes inclusive public policies, and mobilizes LGBTQI+ people to ensure their voices are heard in decision-making spaces. This includes assessing political discourse and policy proposals to hold candidates accountable for their commitments to equality and inclusion. Action is where engagement becomes impact and commitments translate into tangible results.

By integrating these three elements — **observe, inform, and act** — the Vote for Equality Campaign works to strengthen political representation and recognition of LGBTQI+ people. In doing so, it contributes to building a future in which diversity is respected, celebrated, and protected across all areas of political and public life.

3.1 Observe



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A. Mapping the Political Context

Description:

Mapping the political context is a key tool for any campaign, as it helps you understand the environment in which your initiative will take place. This analysis includes assessing political stability, identifying key actors, tracking dominant narratives and discourse, and examining events that could have a direct impact on your campaign.

What should you consider when applying this to your context?

When carrying out this exercise, it is important to assess factors at the local, national, and regional levels, as well as the recent history of political and social movements. Consider how the current government and opposition position themselves on LGBTQI+ rights, and how existing power dynamics and political challenges might influence your campaign. Social, economic, and cultural conditions should also be taken into account, as they shape public perceptions and how LGBTQI+ issues are received.

What activities can you carry out?

- Regularly review political reports, surveys, and opinion pieces to stay informed about current developments.
- Conduct interviews with experts on political affairs who have insight into the current political landscape.
- Organize surveys and focus groups with LGBTQI+ people to better understand their concerns and perspectives on the political context.

Recommended Strategies and Resources:

- Use media monitoring tools to track coverage of key issues. Later in this manual, we explain how to do this.
- Develop maps of key actors and influential groups, analyzing trends that could affect your campaign.
- Take advantage of political data analysis tools to access detailed and up-to-date information about the environment in which you are working.

B. Mapping and Tracking Candidates, Key Actors and Potential Allies

Description:

Candidate mapping is a core process for identifying and analyzing those running for office, with particular attention to candidates who are openly LGBTQI+, who support LGBTQI+ rights, or who may pose a risk by promoting hate speech or discriminatory positions.

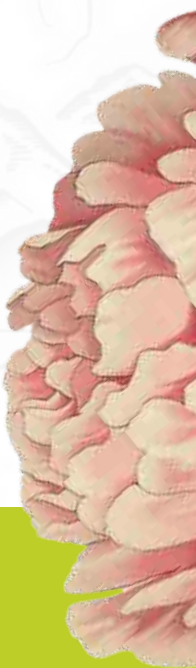
Este ejercicio no se trata solo de identificar quiénes son, sino también de examinar sus antecedentes, propuestas políticas y su historial con respecto a los derechos LGBTQI+. Esto te ayudará a entender mejor el panorama electoral y cómo puede impactar a los derechos LGBTQI+.

Mapping key actors and potential allies is equally important. Identifying individuals, organizations, and groups with influence in political and social spaces allows you to build a strong support network. This includes potential allies who can back your cause and collaborate in campaign activities.

What should you consider when applying this to your context?

In many contexts, candidates' sexual orientation or gender identity is not officially recorded, which means this work often falls to civil society. In some cases, there may be no openly LGBTQI+ candidates at all. It is therefore essential to respect people's privacy and avoid sharing sensitive information without their consent. You should also consider whether quotas or affirmative action measures are in place that may influence the electoral process and promote inclusion.

Take advantage of candidate registration processes to gather information that can be used to create relevant campaign content, such as infographics or fact sheets, and to track candidates throughout the campaign period. This work is not only about identifying and documenting candidates, but also about making their past actions visible. Social media can be used to share posts or videos highlighting their work on LGBTQI+ rights, as well as to assess their public statements and past voting records.



What activities can you carry out?

- Create a self-registration process for LGBTQI+ candidates, or develop a collective mapping exercise that allows people to identify and flag relevant candidacies.
- Review official candidate lists and cross-check them with information gathered through self-registration and collective mapping.
- Request information directly from political parties and electoral authorities.
- Organize meetings with candidates and their campaign teams to discuss their commitments to LGBTQI+ rights.
- Compile and share information about candidates' backgrounds, highlighting their positions, past actions, and relevant experience.

Recommended Strategies and Resources:

- Use platforms that allow you to monitor and analyze discourse and public statements on social media.
- Apply artificial intelligence tools to review speeches and detect recurring themes or relevant narratives.
- Use online forms to support candidate self-registration and collective mapping efforts.
- Consult available databases to access up-to-date information on candidates.
- Submit formal requests to electoral authorities and political parties to obtain additional data and verify the information collected.



C. Assessment of Government Platforms, Plans, and Policy Proposals

Description:

Assessing the government platforms and policy proposals put forward by candidates for executive and legislative office is essential to determine whether they genuinely support equality and non-discrimination for LGBTQI+ people. This process involves critically reviewing each candidate's proposals, with a focus on how they promote and protect LGBTQI+ rights.

Through this assessment, it becomes possible to identify which candidates demonstrate a real commitment to inclusion, as well as those whose proposals may pose risks of discrimination or promote hate-driven narratives.

What should you consider when applying this to your context?

When assessing government platforms in your context, it is important to review electoral laws to determine whether candidates are legally required to submit a formal government plan. Where this is not mandatory, it may be more effective to focus on party platforms, ideological statutes, or the specific proposals advanced by individual candidates.

It is not necessary to evaluate every candidate. Instead, prioritize those who are most likely to win or whose positions could have a significant impact on LGBTQI+ rights. Political context mapping and candidate mapping are key tools for identifying these priorities.

In more advanced or favorable contexts, look for commitments that include clear, concrete, and budgeted measures. These may include, for example: the adoption of comprehensive trans rights legislation; policies that prohibit and sanction discriminatory practices such as so-called "conversion therapies"; measures of historical reparation for LGBTQI+ people affected by dictatorships, armed conflict, or social violence; the prioritization of mental health and the overall well-being of families; protections for LGBTQI+ children and youth; comprehensive sexuality education policies; and labor protections for trans and non-binary people. It is important that such proposals are accompanied by explicit budget commitments to ensure implementation.

In more restrictive contexts, it may be significant simply for candidates to acknowledge and reference LGBTQI+ rights at all. The absence of any mention of these issues should also be treated as a relevant indicator.

Finally, be sure to consider the social, economic, and cultural realities of your country when evaluating how these proposals may affect LGBTQI+ people in practice.

What activities can you carry out?


- Analyze candidates' government platforms with a focus on their proposals related to LGBTQI+ rights, highlighting both strengths and gaps.
- Compare platforms across different candidates, political parties, or even across countries to identify good practices and areas for improvement.
- Consult public policy specialists, academics, and opinion leaders to gain deeper insight into the proposals.
- Organize dialogue sessions and focus groups with LGBTQI+ community members to gather their perspectives, concerns, and priorities related to the proposals.
- Share the results of your assessment in clear and accessible ways through reports, public events, panel discussions, and social media.
- Encourage informed community participation by promoting support for candidates who demonstrate a genuine commitment to equality and inclusion.

Recommended Strategies and Resources:

- Use tailored evaluation matrices to assess government platforms in relation to LGBTQI+ rights.
- Apply public policy analysis software and comparative visualization tools to support your assessment.
- Draw on existing government platform evaluation models that provide a structured framework for analysis.
- Refer to the Government Platform Evaluation Model for detailed guidance on how to review and compare candidates' proposals.

****Evaluating Government Platforms: A Step-by-Step Guide****

1. Check whether the platform addresses LGBTQI+ needs and includes protections against discrimination. Review the platform for specific measures related to LGBTQI+ rights. Make sure it reflects the needs of the full diversity of LGBTQI+ communities.
2. Assess whether it supports key legal protections and equality measures. Identify the laws and policies the platform proposes or backs — such as marriage equality and protections against violence — and evaluate both feasibility and the candidate's level of commitment.
3. Review initiatives to educate, prevent stigma, and shift public attitudes. Look for training programs for professionals and public awareness campaigns. Consider the depth, scope, and intended reach of these initiatives.
4. Evaluate participation and consultation mechanisms with LGBTQI+ organizations and leaders. Check whether the platform commits to consultation with LGBTQI+ people and organizations, and whether the proposed mechanisms are clear, credible, and workable.
5. Confirm commitments to equal access to essential services without discrimination. Look for concrete commitments in areas such as health, employment, and housing. Pay attention to whether the platform identifies resources or implementation pathways.

- 
- A stylized, light-colored map of South America serves as the background. It includes labels for the Caribbean Sea, Orinoco, Amazon, Brazilian highlands, Parana, and the South Pacific Ocean. Various icons such as palm trees, mountains, a fish, and a toucan are scattered across the map. A large, faint letter 'Z' is visible in the upper left quadrant of the map.
6. Identify proposals that address trans and non-binary rights and prohibit discriminatory practices. Review whether the platform includes specific proposals — such as trans rights legislation and bans on discriminatory practices (including so-called “conversion therapies”) — and whether these proposals are backed by budget commitments.
 7. Compare platforms and consult specialists and trusted voices. Conduct a comparative review across candidates. When possible, consult public policy specialists, researchers, and respected opinion leaders for additional insight.
 8. Share findings with the community and encourage informed participation. Produce clear summaries, publish your findings, and organize events to present results. Use social media and other communications channels to reach a wider audience and support informed engagement.



D. Monitoring LGBTQI+ (Pro- and Anti-) Discourse in Media, Social Networks, and Digital Platforms

Description:


Monitoring discourse across media outlets, social networks, and digital platforms is essential for understanding how LGBTQI+ issues are discussed and contested in the public sphere. This process includes both traditional and digital media and makes it possible to identify patterns of support, discrimination, and exclusion. Analysis should always take social and cultural context into account, as well as the historical presence of hate-driven or supportive narratives.

Effective monitoring requires regular review of media content, ongoing tracking of trends on social networks, and close attention to key voices that publicly position themselves either in support of or in opposition to LGBTQI+ rights.

In media monitoring, it is important to consistently review national and international press to identify relevant coverage of LGBTQI+ candidates and their agendas at both the national and local levels. This allows campaigns to track and document hate speech, harassment, and political violence, while also promoting fair and accurate coverage of LGBTQI+ issues within political reporting. Similarly, monitoring social media and digital platforms helps capture how narratives evolve over time, assess the impact of disinformation campaigns, and identify interaction patterns that may shape public perception.

What should you consider when applying this to your context?

When implementing discourse monitoring in your context, it is important to focus on two key areas. First, look not only at the actions and statements of LGBTQI+ candidates, but also at the media coverage they receive. It is essential to document and respond to any forms of discrimination, misinformation, or harmful narratives that appear in media outlets or on social platforms. Second, pay close attention to how issues that directly affect LGBTQI+ people — such as debates around laws and rights — are covered, so the community remains informed and prepared to respond in defense of those rights.



What activities can you carry out?

- Create a list of relevant local, national, and international media outlets, as well as key social networks and digital platforms. Follow their accounts and activate alerts to stay informed about important coverage.
- Conduct regular and systematic reviews of media and social media content related to elections, candidates, and other priority topics. Assign a team to review daily coverage and log findings in a shared tracking matrix.
- Analyze the collected data to identify trends and anticipate potential scenarios. Assess how media and social media discourse may influence public opinion.
- Use monitoring findings as a tool for community education. Organize public forums, develop infographics, and create other materials to share insights from the monitoring process, highlighting which journalists and outlets provide objective coverage and which reinforce bias or stereotypes.

Recommended Strategies and Resources:

- Use tools such as Google News to track priority issues and topics in the media agenda.
- Consider hiring a media monitoring service that filters political news and delivers daily summaries.
- Recruit volunteers to regularly watch, listen to, and read major media outlets, preparing short summaries that can be logged and shared with the team.
- In addition to digital tools, review television news and — where possible — print media to gain a more comprehensive picture.

Important Note:

It is essential to closely follow both media outlets whose editorial lines align with your political values and those that take opposing positions. Maintaining this broad and balanced view will help ensure a more complete and accurate understanding of the narratives and perspectives shaping public debate.



E. Monitoring and Reporting Human Rights Violations

Description:

Monitoring and reporting human rights violations focuses on the ongoing documentation of abuses against LGBTQI+ people and taking action to publicly denounce such incidents. This includes identifying and recording discriminatory speech and actions that undermine the rights and dignity of LGBTQI+ people. The goal is to ensure that abuses do not go unaddressed and that affected individuals and communities receive the support they need to respond to these violations.

What should you consider when applying this to your context?

When implementing this tool, it is essential to understand the legal reporting mechanisms and protection measures available in your country for addressing human rights violations. Prioritize the safety and security of those reporting abuses, and establish partnerships with human rights organizations and institutions to strengthen your capacity to respond, document, and report violations effectively.

What activities can you carry out?

- Conduct an initial mapping to identify the main sources of information related to potential human rights violations.
- Carefully document relevant information reported by media outlets about these violations.
- Collect testimonies and evidence, whether individuals approach your organization directly or cases are identified through media and social networks.
- Produce detailed reports that systematize and share the information gathered, raising public awareness about the violence faced by LGBTQI+ people and calling for concrete action.
- Organize awareness-raising and pressure campaigns to generate broader impact and mobilize society in defense of LGBTQI+ rights.

Recommended Strategies and Resources:

- Use media monitoring tools to closely track coverage of human rights violations.
- Conduct in-person or phone interviews to collect firsthand testimonies and supporting evidence.
- Use digital platforms and social media to disseminate information and coordinate awareness and advocacy campaigns.

F. Monitoring the Experiences of LGBTQI+ Voters and Candidates

Description:

This activity involves conducting a comprehensive review of the experiences of LGBTQI+ people throughout the electoral process, with a focus on the barriers they face and the forms of inclusion or exclusion they encounter. This monitoring helps deepen understanding of the challenges affecting the community, while also generating valuable data on cases of political violence and examples of innovative political participation. Integrating this work with media monitoring and human rights reporting strengthens the overall analysis and supports more effective responses to injustice.

What should you consider when applying this to your context?

When implementing this monitoring, consider how context-specific barriers to electoral participation affect LGBTQI+ people in your local setting. Review media coverage patterns to assess how the experiences of LGBTQI+ voters and candidates are reported. Coordination with human rights reporting efforts is also essential, ensuring that any instances of political violence or discrimination identified during the electoral process are properly documented and addressed.

What activities can you carry out?

- Conduct interviews and organize focus groups with LGBTQI+ voters and candidates to capture a comprehensive view of their electoral experiences, documenting any instances of discrimination or barriers encountered.
- Monitor and collect testimonies shared by LGBTQI+ voters on social media, identifying both positive and negative experiences. Cross-reference this information with trends identified through media monitoring.
- Design surveys to collect both qualitative and quantitative data on LGBTQI+ electoral participation, with a focus on barriers encountered and levels of inclusion. Ensure that survey findings are complemented by data on human rights violations and media coverage.



Recommended Strategies and Resources:

- Use platforms such as SurveyMonkey or Google Forms to design, distribute, and analyze surveys.
- Apply data analysis tools to interpret survey and interview results and identify patterns related to barriers and opportunities for participation.
- Use media and social media monitoring tools to track and analyze testimonies and coverage related to the experiences of LGBTQI+ voters and candidates.



G. Monitoring the Experiences of LGBTQI+ People in Political Parties and Electoral Institutions

Description:

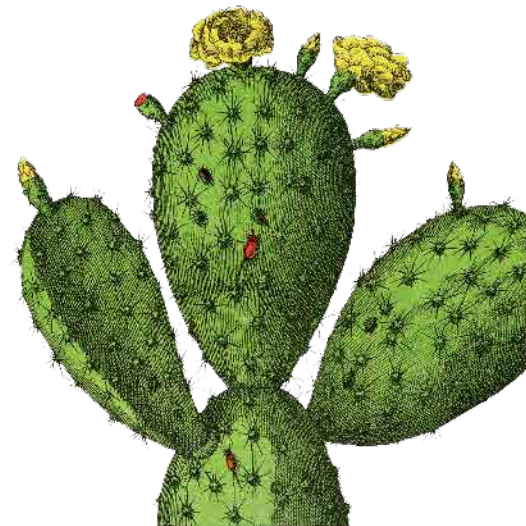
This monitoring activity focuses on documenting and making visible the experiences of LGBTQI+ people who hold roles within political parties or electoral institutions. The goal is to identify both the challenges they face and the progress achieved, while amplifying these experiences so they can contribute to creating more inclusive and equitable political environments.

What should you consider when applying this to your context?

When implementing this tool, it is essential to assess accessibility and safety within political and institutional settings. Pay close attention to incidents of discrimination or violence that LGBTQI+ people may face in these spaces. Also examine how participation and representation are managed, and whether barriers exist that limit full inclusion or reduce the effectiveness of individuals in their roles.

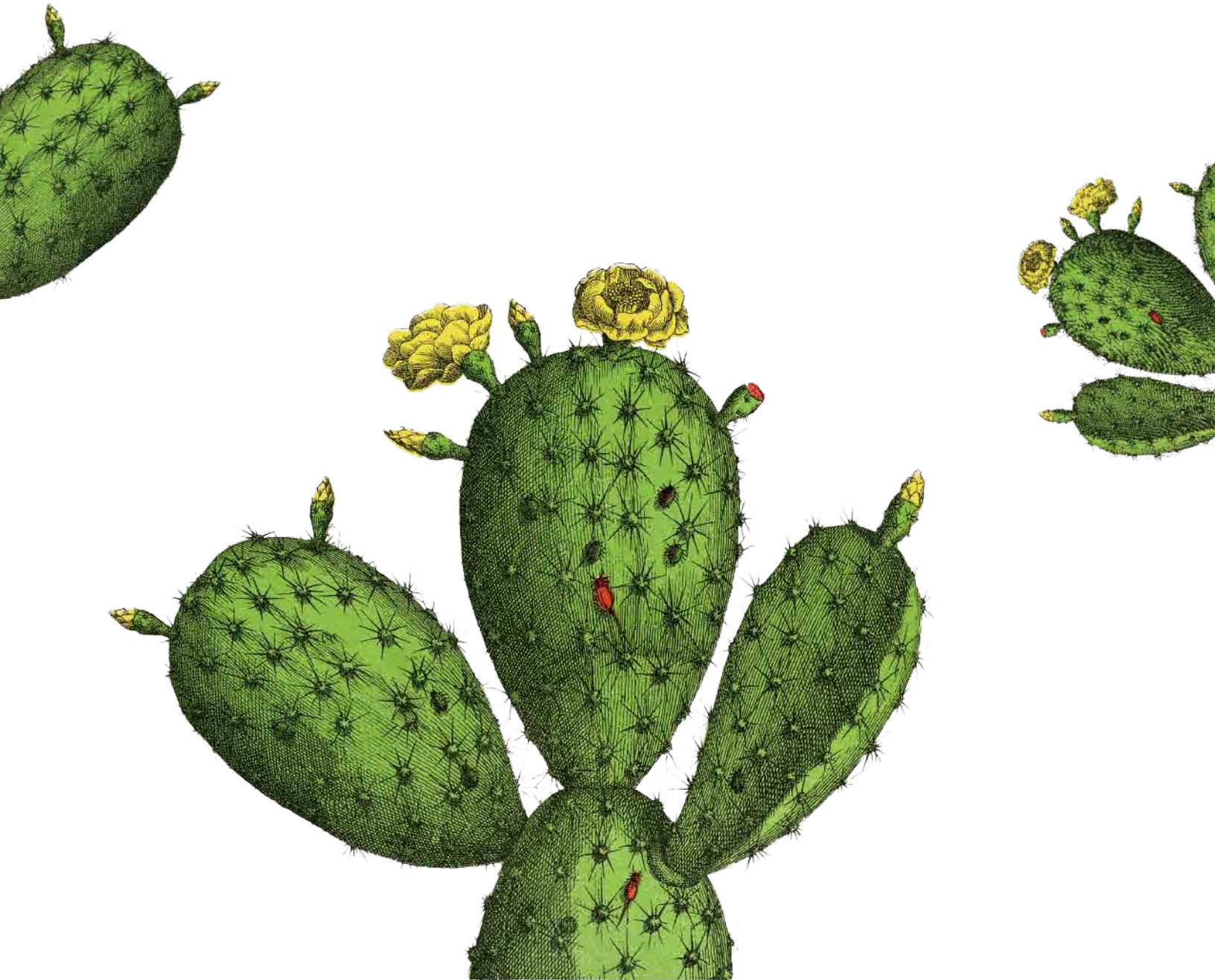
What activities can you carry out?

- Conduct surveys and interviews with LGBTQI+ people working in political parties or electoral institutions, gathering information about their workplace experiences, barriers encountered, and opportunities to strengthen inclusion and representation.
- Observe internal procedures and workplace environments within parties and electoral institutions to identify discriminatory or exclusionary practices. Document incidents and policies that affect LGBTQI+ people in these settings.
- Record and analyze both positive and negative experiences of LGBTQI+ people in their roles within political parties and electoral bodies. This helps highlight good practices as well as areas that require attention and improvement.



Recommended Strategies and Resources:

- Use tools such as SurveyMonkey or Google Forms to collect data on the experiences of LGBTQI+ people within political parties and electoral institutions.
- Apply software that allows for tracking internal practices and policies within parties and electoral bodies, helping to identify areas for improvement in inclusion and equity.
- Create or use databases to store and analyze information on the workplace experiences of LGBTQI+ people in political spaces, making it easier to track trends and identify patterns over time.



H. Tracking Campaign Promises, Policy Proposals, and Government Plans

Description:

Tracking campaign promises, policy proposals, and government plans is a critical process for ensuring that candidates follow through on the commitments made during their campaigns. This monitoring strengthens transparency and accountability by enabling the public to assess whether promises translate into concrete and effective action once candidates are in office.

What should you consider when applying this to your context?

When implementing this tool, consider the institutional capacity to carry out the proposed reforms. Review the track record of past candidates in fulfilling their commitments, and assess the accountability mechanisms available to support effective follow-up. Political and social conditions should also be taken into account, as they can significantly influence the ability of elected officials to deliver on their promises.

What activities can you carry out?

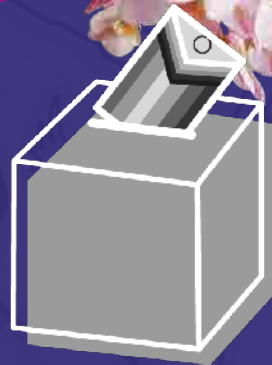
- Monitor and document actions and decisions taken by elected officials to evaluate whether they align with campaign promises and policy proposals.
- Produce regular reports analyzing levels of compliance, highlighting both progress achieved and areas where commitments have not been met.
- Coordinate advocacy and pressure campaigns to encourage authorities to honor their commitments, using advocacy strategies to keep the public informed and engaged around accountability.

Recommended Strategies and Resources:

- Use specialized tools to track policy implementation and assess alignment with campaign promises.
- Create or access databases that record campaign commitments and track their implementation status over time.
- Use platforms that support the development of detailed reports and visualizations to communicate progress and gaps in implementation.

3.2 Inform

Las Campañas "Igualdad" han sido implementadas por el miembro del Observatorio de las Américas de las Américas, orientadas en la promoción de la participación de la comunidad



VOTO POR LA
IGUALDAD

South Atlantic



A. LGBTQI+-Inclusive Voter Education

Description:

This set of activities is designed to increase the visibility and recognition of openly LGBTQI+ candidates, as well as of their proposals and government platforms that address diversity within the electoral context. The goal is to ensure that the presence, demands, and political agendas of LGBTQI+ people are clearly represented and understood throughout the electoral process — highlighting both the challenges these candidates face and the contributions they make to democratic life.

What should you consider when applying this to your context?

Adapt the tone, messaging, and communication channels of your information campaign to the political environment in which you are operating. In more favorable contexts, pursue broad outreach across multiple media platforms. In more restrictive or hostile settings, prioritize safer strategies that protect LGBTQI+ people and minimize risk.

Information and creativity are central to this work. Organize and present data in accessible and engaging formats that offer an LGBTQI+ perspective on the electoral moment. Consider combining large-scale outreach strategies (such as mass media or digital advertising) with more direct, community-based approaches that allow for closer engagement. This section provides tools to strengthen both creativity and effectiveness in your communications.

What activities can you carry out?

- Develop advertisements and public segments for television, radio, and print media.
- Use paid advertising on platforms such as Facebook, Instagram, or X (formerly Twitter) to target and segment specific audiences.
- Send printed or digital informational materials tailored to identified groups of potential voters.
- Organize forums, fairs, artistic interventions, and other public events in spaces frequented by LGBTQI+ communities.
- Distribute informational materials in targeted areas using a community-centered and personalized approach.

Recommended Strategies and Resources:

- Organize and present information in clear, accessible, and visually engaging formats.
- Use design tools such as Canva or Adobe Creative Suite to create compelling visual materials.
- Use platforms like Hootsuite or Buffer to plan, schedule, and manage social media campaigns.
- Apply tools such as Google Analytics and campaign tracking platforms to assess effectiveness and refine your strategies.

B. Making Visible the Power of the LGBTQI+ Vote and Political Participation

Description:

Making visible the power of the LGBTQI+ vote and political participation is essential to fostering active engagement in democratic processes. Historically, framing sexual and gender diversity as a “minority” has minimized the electoral power of LGBTQI+ people, often allowing conservative perspectives to carry disproportionate weight in campaign strategies and political decision-making. While LGBTQI+ candidates frequently mobilize voters at a lower cost, they are still not widely recognized as representing a politically and electorally significant constituency.

What should you consider when applying this to your context?

When implementing this tool, take into account the barriers LGBTQI+ people face in exercising their right to vote, as well as stories of success, resilience, and empowerment within the community. The lack of disaggregated demographic data by sexual orientation and gender identity remains a major challenge, although some countries have begun publishing statistics that shed light on the size of LGBTQI+ populations. These data points can help demonstrate the community’s electoral relevance.

It is also important to consider the legal aspects of voter registration, including deadlines, documentation requirements, and whether electoral authorities recognize self-determined gender identity. These factors can significantly affect participation and must be addressed as part of any mobilization strategy.

What activities can you carry out?

- Run outreach campaigns on voter registration deadlines and requirements through social media, dating apps, and LGBTQI+-friendly spaces such as cafés and bars. When online registration is available, set up registration support booths at public events and community spaces, and share statistics on the impact of your outreach efforts.
- Implement strategies to collect electoral data disaggregated by sexual orientation and gender identity, where possible, to better understand voting trends and community needs.
- Share findings through workshops (in person or online), dialogue spaces, and media campaigns to build awareness of the importance of LGBTQI+ political representation.
- Conduct comparative analyses across countries to assess how LGBTQI+-inclusive legislation influences political participation and representation in elected office.
- Highlight how LGBTQI+ representation in legislative bodies contributes to the adoption of anti-discrimination laws and inclusive public policies, helping build fairer and more equitable societies.

Recommended Strategies and Resources:

- Use online platforms that facilitate voter registration and voter identification.
- Apply graphic design tools such as Canva or Adobe Creative Suite, along with social media management and monitoring tools like Hootsuite or Buffer.
- Use platforms that support the creation, distribution, and tracking of accessible and engaging content, including campaign analytics tools (such as Google Analytics) and visual design resources.



C. Increasing the Visibility of LGBTQI+ Candidates

Description:

Increasing the visibility of candidates who openly affirm and defend LGBTQI+ rights is essential to ensuring that LGBTQI+ candidates are recognized and taken seriously within electoral processes. Visibility helps bring attention to their proposals and commitments, and supports their inclusion in public debate during election periods.

What should you consider when applying this to your context?

When implementing this tool, it is critical to consider the candidate's own willingness to be visible and their readiness to manage the risks that visibility may entail, including security concerns and increased scrutiny of their personal lives. A detailed mapping of electoral actors and media outlets is essential for planning visibility efforts effectively.

Using data and statistics on LGBTQI+ political participation can strengthen press releases and communications that highlight the importance of these candidacies. While media coverage cannot always be guaranteed, well-crafted press materials can increase the likelihood of being picked up by journalists. It is also important to develop a proactive media engagement strategy — using media directories, newsletters, and press conferences — to build and strengthen media presence, particularly when existing relationships with the press are limited.

What activities can you carry out?

- Promote coverage in traditional and digital media by drafting press releases and opinion pieces that highlight LGBTQI+ candidacies, and use these materials to increase visibility across media outlets and social platforms.
- Publish regular content on platforms such as Facebook, Instagram, X (formerly Twitter), and TikTok. Use relevant hashtags and engage in online conversations to amplify reach, while avoiding responses to provocations that could fuel hate-driven narratives.
- Partner with LGBTQI+ organizations and allied groups to organize joint events and visibility campaigns. These collaborations can demonstrate community support and broaden backing for LGBTQI+ candidates.
- Organize community debates, discussion forums, and cultural events that create spaces for interaction between LGBTQI+ communities and candidates, connecting lived experiences with electoral proposals.

Recommended Strategies and Resources:

- Digital media platforms to manage and disseminate online content.
- Video and audio editing software to produce engaging and professional materials.
- Media directories to establish connections and coordinate press coverage.
- Content creation tools to develop press releases, articles, and social media posts.

Recommended Strategies and Resources:

If your country has regulations that restrict civil society organizations from promoting candidates or impose similar electoral limitations, it is essential to proceed with caution. One effective way to comply with these rules is to ensure balanced visibility by covering LGBTQI+ candidates across different political parties in an equitable manner. Present all LGBTQI+ candidacies without favoring a single option. This approach not only supports legal compliance, but also reinforces perceptions of impartiality and transparency, allowing your informational work to remain firmly within the legal framework.



D. Disseminating and Exposing Laws That Impact LGBTQI+ People

Description:

Sharing clear, well-grounded information about legislative proposals and political discourse that affect LGBTQI+ people is essential for building awareness, mobilizing communities, and supporting informed responses. It is important to highlight how certain laws and narratives are often part of political strategies rooted in fear and polarization. When this information is backed by thorough analysis of narratives, political actors, and their relationships, it becomes a critical tool for LGBTQI+ leaders to design effective communication and advocacy strategies.

What should you consider when applying this to your context?

When implementing this strategy, begin by identifying the current stage of LGBTQI+ rights in your context — whether they are advancing, under defense, or experiencing rollback. Share this analysis through accessible channels so it reaches key stakeholders as well as the broader public. This work should go beyond legal analysis alone; it is equally important to make visible the real-life impact of these laws and narratives on the everyday lives of LGBTQI+ people, including outside of election periods, while also exposing the role and influence of anti-rights actors.

What activities can you carry out?

- Create candidate profiles that clearly outline their positions on issues relevant to LGBTQI+ rights, and share this information so voters can make informed decisions.
- Develop dashboards that show who supports or opposes specific legislative proposals and track advances or setbacks in LGBTQI+ rights. These tools can be especially useful for media outlets and allied organizations.
- Produce timelines that illustrate progress or regression in LGBTQI+ rights over time or around key political moments, helping to build clear narratives for mobilization and advocacy.

Recommended Strategies and Resources:

- Connect with activist networks and subject-matter experts to strengthen analysis and develop effective mobilization strategies.
- Use legislative databases and reliable sources to monitor relevant laws and political discourse.
- Apply digital tools to organize thematic events and expand the reach of your communications and advocacy efforts.



E. Countering Disinformation

Description:

Strategies to counter disinformation are essential for protecting the integrity of information and ensuring that the public has access to verified and reliable data. Disinformation can manipulate public opinion and undermine trust in institutions, disproportionately harming already marginalized communities, including LGBTQI+ people. These strategies focus on identifying, debunking, and limiting the spread of false information, while promoting accurate data and trustworthy sources. The ultimate goal is to safeguard the quality of public debate and support informed and equitable participation in democratic processes.

What should you consider when applying this to your context?

When applying these strategies, it is critical to understand the local information ecosystem. Conduct an analysis of dominant media outlets and social platforms to identify key sources of disinformation and the issues most affecting your community. Understanding how your audience consumes information will allow you to tailor your approach more effectively.

It is also important to assess the cultural and political impact of disinformation in your context. Cultural sensitivities and local norms can shape how false narratives are perceived and responded to. In political environments, disinformation is often used to manipulate opinions and deepen polarization, so responses should aim to reduce the risk of escalating conflict. Collaborating with community organizations, media outlets, and fact-checking specialists can strengthen your strategies and extend their reach. Working alongside LGBTQI+ community leaders and activists can further amplify impact and ensure more effective responses.

What activities can you carry out?

- Monitor media outlets and social networks on an ongoing basis to identify and analyze instances of disinformation.
- Debunk false information through careful investigation and publish evidence-based corrections.
- Create infographics, videos, and other materials that explain how to identify disinformation and promote responsible information consumption.
- Launch initiatives across social media and traditional media to raise awareness about the risks of disinformation and highlight reliable sources.
- Promote and support the work of fact-checkers so that communities have access to accurate and trustworthy information.



Recommended Strategies and Resources:

- Use dedicated fact-checking platforms to verify claims and rumors. These tools help identify and correct false information, providing audiences with accurate and reliable data.
- Collaborate with organizations and professionals specializing in disinformation and media literacy. These partners can offer guidance and support in developing effective debunking strategies and sharing verified information.
- Create and distribute infographics, videos, and other visual resources that clearly explain why certain claims are false. Visual materials are particularly effective in capturing attention and simplifying complex information.
- Use social media and blogs to proactively debunk rumors and share fact-based updates. Consistent, proactive communication can help prevent the spread of disinformation and strengthen the credibility of your messaging.



F. Ongoing Education and Public Awareness

Description:

Maintain consistent communication with the public about the importance of equality and inclusive political participation. Develop ongoing educational campaigns that challenge stereotypes and promote respect for LGBTQI+ rights. Continuous education and public awareness are essential for building an inclusive, respectful, and participatory society.

What should you consider when applying this to your context?

When implementing this tool, consider the educational needs of different segments of society, the most effective pedagogical approaches, and potential partnerships with educational institutions and social organizations. Since the demand for education and awareness-raising will almost always exceed available capacity, it is important to define clear priorities. Identify which sectors most urgently require LGBTQI+ awareness and engagement, and structure your action plan around those priorities.

What activities can you carry out?

- Develop a content plan based on research and best practices that addresses key LGBTQI+ rights issues.
- Produce brochures, videos, infographics, and other educational resources that are accessible and easy to understand for diverse audiences.
- Plan the regular publication and distribution of educational materials to sustain interest and ongoing engagement.
- Facilitate educational events that share information and encourage dialogue on LGBTQI+ issues.
- Implement awareness-raising campaigns across digital media, traditional outlets, and community spaces to promote respect and inclusion.

Recommended Strategies and Resources:

- Use online learning platforms to reach broader audiences and provide ongoing education.
- Apply tools that support the design, management, and dissemination of educational content.
- Collaborate with educators and organizations to strengthen content quality and expand the reach of your campaigns.

G. Promoting Ongoing Participation

Description:

Encouraging the continuous participation of LGBTQI+ people in allied movements and targeted activities — such as cultural events, civil rights marches, and political debates — is essential for strengthening internal cohesion and community visibility. This approach also increases the community's influence within civil society and political parties, enabling more meaningful and effective participation in shaping public policy and social agendas.

In non-electoral periods, ongoing engagement is especially important in the development of political platforms and in shaping candidates' positions, helping ensure that political party agendas consistently include issues relevant to LGBTQI+ people. Promoting continuous participation aims to sustain long-term commitment and active engagement in political and social processes beyond election cycles.

What should you consider when applying this to your context?

When implementing this tool, consider strategies to maintain community interest and motivation, the participation opportunities available, and potential barriers that may arise. Activities and programs should be adapted to the specific needs and realities of the community you are engaging in. It is also critical to ensure LGBTQI+ participation in platform development and in defining candidates' positions during non-electoral periods, supporting sustained and effective representation over time.

What activities can you carry out?

- Coordinate congresses, conventions, dialogue spaces, and debate forums, as well as protests or political activation activities. These events help maintain visibility and sustained community engagement.
- Establish working groups to develop medium-term programs or initiatives, fostering more structured and long-lasting participation.
- Offer volunteer opportunities related both to sexual and gender diversity issues and to broader community needs, such as public space cleanups or reforestation efforts. Volunteering across different areas strengthens community ties and encourages ongoing civic engagement.



Recommended Strategies and Resources:

- Use tools that support volunteer coordination and tracking.
- Apply event planning and management tools to organize activities efficiently.
- Leverage communication and collaboration platforms to coordinate actions and keep the community informed, connected, and engaged.



H. Storytelling and Narrative Building

Description:

Storytelling is a communication technique used to convey ideas, values, and messages through structured narratives. It relies on creating stories that capture attention, evoke emotion, and make information easier to understand and remember. When applied strategically, storytelling strengthens persuasion and deepens audience engagement.

What should you consider when applying this to your context?

Use narrative elements — such as characters, conflict, and resolution — to build stories that connect emotionally with your audience and communicate messages in a compelling and memorable way. Adapt each narrative to the specific needs and lived experiences of your audience, ensuring that characters and storylines resonate authentically. Storytelling can be a powerful tool for advancing LGBTQI+ equality and rights by humanizing political participation and fostering empathy.

Key elements of storytelling in the context of LGBTQI+ political participation:

- **Protagonists:** LGBTQI+ people who are actively engaged in political life — such as candidates, activists, public officials, or voters. These protagonists should be portrayed authentically and reflect the diversity of identities, backgrounds, and experiences within LGBTQI+ communities.
- **Antagonists:** Forces or actors that oppose equality and inclusion, including discriminatory policies, social prejudice, or political figures who promote hate-driven narratives. Their role is to highlight the obstacles and challenges faced by protagonists.
- **Plot:** The storyline centers on the protagonists' journey toward political participation. This may include deciding to run for office, organizing around LGBTQI+ rights, or mobilizing communities to vote. The narrative arc should show progression over time, including setbacks, challenges, and achievements.
- **Conflict:** The central conflict often revolves around the struggle for equal rights, confronting discriminatory policies, or overcoming barriers within political parties and institutions. Conflict sustains audience engagement while reflecting real challenges faced by LGBTQI+ people in political spaces, emphasizing resilience and perseverance.

- **Theme:** Core themes may include the importance of political representation, the fight for equality, or the necessity of active participation to challenge discrimination. These themes should align with values of justice, equity, and solidarity, and reflect lessons drawn from LGBTQI+ political participation.
- **Context:** Context refers to the political and social environment in which the story unfolds. This may include a country or region with a history of discrimination, an electoral cycle, or a critical moment in the struggle for LGBTQI+ rights. Context helps situate characters and actions in a recognizable and meaningful setting.
- **Emotion:** Stories about LGBTQI+ political participation should evoke emotions such as hope, pride, indignation, determination, or collective strength. Emotional connection is key to inspiring action and building support. Highlighting moments of struggle and success can foster empathy and deepen audience commitment.
- **Style:** The style should be accessible and aligned with the intended audience. It may range from inspirational and empowering to serious and reflective, depending on the message. Use inclusive language and ensure the narrative remains clear, direct, and respectful.

What activities can you carry out?

- Collect and share personal stories from LGBTQI+ people, highlighting their lived experiences and challenges. These stories can be used in awareness-raising and mobilization campaigns.
- Design campaigns that use storytelling to address specific LGBTQI+ rights issues, such as employment equality or protection from discrimination.
- Facilitate workshops to train activists and community members in storytelling techniques, helping them communicate their stories effectively and safely.
- Combine text, images, video, and other media formats to tell stories in more engaging and accessible ways.

Recommended Strategies and Resources:

- Use accessible and free tools such as Shotcut, DaVinci Resolve, or OpenShot to create impactful narrative videos.
- Apply design tools like Canva (available in most countries), GIMP (open-source software), or Piktochart to develop infographics and visual materials.
- Publish and share written stories on accessible platforms such as Medium, WordPress, or free blogging services available in your region.
- Use global platforms such as Instagram, Facebook, X (formerly Twitter), and TikTok to distribute stories and encourage interaction.
- Use tools like Google Forms (available in most countries) or Typeform to collect audience feedback and assess the effectiveness of your storytelling efforts.

3.3 Act



VOTO POR LA
IGUALDAD

A light beige background with a faint map of the Americas and various icons like a sailboat, a house, and a palm tree.

A. Voter Mobilization

Description:

Voter mobilization is a core tool for promoting active and meaningful participation by LGBTQI+ people in electoral processes. This action involves designing and implementing strategies that motivate and support LGBTQI+ voters in exercising their right to vote, strengthening political representation and ensuring that community voices are heard.

What should you consider when applying this to your context?

When implementing voter mobilization strategies, it is essential to take into account the specific challenges LGBTQI+ people face in your country or region. These may include lack of accurate identification for trans people, intimidation or violence at polling stations, and targeted disinformation campaigns. It is also critical to understand local electoral laws, including any requirements or restrictions that could affect LGBTQI+ voters, such as discriminatory practices related to gender identity or sexual orientation.

What activities can you carry out?

- Organize activities to ensure that LGBTQI+ people are properly registered to vote, with particular attention to those who face additional barriers in the registration process.
- Develop materials and events that educate the community about the importance of electoral participation and how voting directly affects their rights, safety, and well-being.
- Facilitate access to polling stations by coordinating transportation for voters who may have difficulty reaching voting locations, especially in rural or hard-to-reach areas.
- Create and distribute clear, accessible educational materials explaining how to vote, including any context-specific steps such as ballot procedures, identification requirements, or Election Day processes.
- Send reminders via email or text messages to your networks to encourage voter turnout. These reminders can include key dates, polling station locations, and information about voters' rights.
- Organize call centers or phone banks to reach community members and allies, reminding them to vote and offering support if they encounter questions or obstacles.

Recommended Strategies and Resources:

- Use digital platforms that enable voter registration in a simple and accessible way, adapted to the legal and technological context of your country.
- Apply tools that support volunteer coordination, voter outreach, and campaign activity planning.
- Implement software solutions that allow you to track and manage voter mobilization efforts from planning through implementation and follow-up.



B. Strengthening Alliances with Political Parties

Description:

Strengthening alliances with political parties focuses on building and sustaining strategic relationships with leaders, activists, and key members within political parties in order to advance inclusive agendas and secure ongoing support for LGBTQI+ rights. This strategy is essential for ensuring that the concerns and needs of LGBTQI+ people are reflected in public policy and party platforms, creating lasting impact within the political landscape.

What should you consider when applying this to your context?

When implementing this strategy, it is important to identify political parties and candidates with a demonstrated track record of supporting LGBTQI+ rights, as well as those that may be open to adopting more inclusive policies. Review party statutes and platforms to understand their positions on human rights, as this provides valuable insight into potential alliances and spheres of influence.

It is also important to recognize that political parties are complex and internally diverse institutions. It is unlikely to find a perfect ally without internal contradictions. The key is to identify areas of alignment and work strategically to maximize support for LGBTQI+ rights, while navigating internal dynamics with clarity and realism.

What activities can you carry out?

- Organize meetings with party leaders and decision-makers to discuss the inclusion of LGBTQI+ rights in party platforms and policy agendas.
- Participate actively in party conventions, congresses, and other internal events to raise visibility for LGBTQI+ demands and build support networks within parties.
- Advocate for the explicit inclusion of LGBTQI+ rights in party political agendas, ensuring that these commitments translate into concrete legislative and policy proposals.
- Collaborate with political parties to organize visibility actions, training sessions on LGBTQI+ rights, and other initiatives that reinforce party commitments to inclusion and equality, reminding them to vote and offering support if they encounter questions or obstacles.

Recommended Strategies and Resources:

- Use platforms that facilitate direct communication with party leaders and key members, supporting coordination, information sharing, and sustained dialogue.
- Apply CRM (Customer Relationship Management) tools adapted for political relationship management to track key contacts, interactions, and strategic engagement within parties.
- Leverage databases that allow segmentation of party members and voters based on their level of support for LGBTQI+ rights, helping identify potential allies and plan targeted engagement efforts.



**Dominican
Republic**

C. Promoting Permanent Spaces for Political Dialogue

Description:

Promoting permanent spaces for political dialogue aims to establish lasting platforms within political parties, government institutions, and other centers of power where LGBTQI+ people and allies can engage in ongoing discussions about inclusive public policies. These spaces are essential for keeping LGBTQI+ rights on the political agenda and ensuring that the community's demands and needs are consistently heard and addressed within decision-making processes.

What should you consider when applying this to your context?

When implementing this strategy, it is important to identify the formats that are most effective for fostering dialogue, such as public forums, roundtables, conferences, or working meetings. Take into account the political and cultural context in which you are operating to select formats that encourage participation and sustained engagement from all stakeholders. As a convener of these spaces, you will need to take on an active facilitation role, ensuring a safe, respectful environment that enables constructive and equitable exchange.

What activities can you carry out?

- Plan and coordinate regular forums, roundtables, and conferences that bring together political actors, LGBTQI+ representatives, and strategic allies to discuss priority issues and advance the rights agenda.
- Establish caucuses, committees, or other formal structures that institutionalize permanent dialogue spaces, helping ensure their continuity, relevance, and influence over time.

Recommended Strategies and Resources:

- Use tools such as Zoom, Microsoft Teams, or Google Meet to enable remote and ongoing participation, particularly in contexts where in-person meetings may be limited.
- Apply platforms like Eventbrite, Meetup, or Hopin to organize, promote, and manage the logistics of recurring events, supporting broad and well-coordinated participation.
- Use facilitation techniques such as consensus-building methods, graphic facilitation, and other participatory methodologies to structure dialogue, promote mutual understanding, and reach meaningful agreements.

D. Promoting Affirmative Action

Description:

LGBTQI+ affirmative action refers to policies and practices designed to promote equal opportunity and address discrimination faced by lesbian, gay, bisexual, trans, and other gender-diverse people. These measures can emerge through different pathways, including strategic litigation, decisions by electoral authorities, or legislative initiatives. While full implementation of affirmative action policies may extend beyond the immediate scope of a campaign, it is essential to introduce these ideas and create the conditions for their future adoption. The key lies in raising awareness, educating stakeholders, and building support so that affirmative action is understood as both necessary and feasible within the local context.

What should you consider when applying this to your context?

Carefully assess the political, legal, and social context of your region to identify both opportunities and challenges for promoting affirmative action. In some settings, these policies may already exist or be under debate, allowing campaigns to focus on supporting, strengthening, or expanding them. In other contexts, it may be necessary to begin by raising awareness and generating public and political support from the ground up.

Messaging should be aligned with local realities, emphasizing how affirmative action can help close inequality gaps and foster more inclusive environments. Where such policies already exist, the focus may be on ensuring effective implementation and preventing rollbacks. Where they have not yet been adopted, education and awareness-raising will be critical to building acceptance and momentum.

What activities can you carry out?

- Explain what affirmative action is and how it has benefited LGBTQI+ communities in different contexts. Share case studies from countries where these policies have been successful to illustrate their potential impact.
- Where policies or proposals already exist, focus campaign efforts on supporting them by organizing events that bring together key stakeholders to discuss effective implementation and guard against setbacks.
- Introduce the topic in meetings with community leaders, activists, and political representatives, proposing the creation of working groups to explore feasibility or strengthen existing measures.
- Collaborate with human rights organizations, academics, and other allies to develop proposals or position papers supporting the adoption or improvement of affirmative action. These collaborations can produce reference documents that inform current or future policy efforts.

- Organize events, marches, or social media campaigns that highlight the need for affirmative action — whether to introduce new measures or reinforce existing ones.
- Write and disseminate opinion pieces in local and international media emphasizing the importance of affirmative action for LGBTQI+ communities and how such measures could be adapted or strengthened in your context.
- Initiate conversations with political parties, civil society organizations, and community leaders about including or reinforcing affirmative action in future political agendas, planting the groundwork for adoption or ensuring effective implementation.

Recommended Strategies and Resources:

- Create and share advocacy documents that make the case for affirmative action, drawing on examples from other countries or local experiences and tailoring messages to the specific context.
- Use communication tools such as WhatsApp, Telegram, or Signal to coordinate efforts with activists and allies, enabling continuous information sharing and discussion.
- Leverage platforms like Instagram, X (formerly Twitter), and Facebook to share success stories, emphasize the importance of affirmative action, and mobilize public support for adoption or proper implementation.



E. Promoting Inclusive Protocols for Trans Voters

Description:

Creating and promoting specific protocols that protect the voting rights of trans people is essential to ensuring that they can exercise their right to vote without discrimination or unnecessary barriers. These protocols help address issues such as mismatches between gender identity and official documentation, contributing to an electoral process that is inclusive, respectful, and safe.

In Latin America, inclusive voting protocols already exist in countries such as Colombia, Mexico, and Peru. These experiences can serve as key reference points for developing or strengthening similar measures in other contexts. In addition, the Latin American and Caribbean Observatory on the Political and Electoral Rights of Trans People offers valuable resources that can guide these initiatives.

What should you consider when applying this to your context?

When implementing this tool, it is important to take into account the specific challenges trans people face in your local context. These may include legal, social, and cultural factors that affect how voting protocols function in practice. Assess whether protocols, guidelines, or manuals already exist in your country or region, and how effectively they are being implemented.

In contexts where no such protocols are in place, it is essential to adopt an approach that raises awareness and educates key actors about the importance of inclusive voting measures. Learning from countries that have already developed trans-inclusive voting protocols can be a powerful way to adapt and design effective measures suited to your local reality.

What activities can you carry out?

- Develop simple brochures or infographics explaining the electoral rights of trans people and how they can vote without facing discrimination.
- Organize training workshops for volunteers and local activists who can support trans voters on Election Day, ensuring they understand voters' rights and how to respond to potential issues.
- Launch social media campaigns highlighting the importance of trans voting rights, using testimonies and success stories from other countries to educate and inspire.
- Collaborate with other human rights organizations on joint actions, such as drafting a manifesto or open letter to electoral authorities calling for the creation or improvement of inclusive protocols.

- Share and adapt existing protocols from Colombia, Mexico, and Peru with local organizations and activists, adjusting language and examples to fit your regional context.
- Encourage volunteers and trans voters to document their experiences during the electoral process, helping expose barriers and build evidence for future improvements.
- Organize local events — such as roundtables or community forums — to discuss the importance of trans voting rights and identify ways to strengthen participation.
- Develop materials specifically designed to guide electoral officials on respectful and appropriate treatment of trans voters.
- Organize training sessions for electoral staff focused on sensitization and good practices to ensure a safe and inclusive voting environment.
- Advocate for public policies that protect and guarantee trans voting rights through engagement with political and governmental spaces.
- In countries where trans voting protocols already exist, conduct thorough assessments of their implementation, identifying gaps and documenting effectiveness.
- In contexts without protocols, lead campaigns calling for their creation, educating both the public and decision-makers about their importance.
- Work to secure commitments that protect trans voting rights by collaborating with local organizations and proposing interim measures when official protocols are not yet in place.

Recommended Strategies and Resources:

- Publish simple, accessible digital guides that activists and organizations can easily download and share.
- Provide templates for letters or petitions that individuals can submit to electoral authorities requesting inclusive measures and the adoption of trans voting protocols.
- Use and distribute manuals designed to train electoral officials and staff on inclusion, equality, and respectful treatment during elections.
- Draw on the expertise and resources of the Latin American and Caribbean Observatory on the Political and Electoral Rights of Trans People to guide protocol development or improvement.
- Base new initiatives on successful examples from Colombia, Mexico, and Peru, adapting these protocols to local needs and conditions.

F. Promoting Local and Regional Initiatives

Description:

Highlighting and supporting LGBTQI+ community initiatives at the local and regional levels strengthens representation and amplifies community voices across government institutions and civil society. These initiatives aim to empower LGBTQI+ people to lead and participate in political action, advancing equality and inclusion from the grassroots level upward.

What should you consider when applying this to your context?

It is essential to tailor initiatives to the specific needs and realities of each region and community. This requires analyzing local political dynamics, identifying strategic allies, and recognizing the unique barriers and opportunities LGBTQI+ people face in each context.

What activities can you carry out?

- Create a monthly newsletter — digital or print — distributed within the community to highlight local LGBTQI+ events, news, and resources.
- Conduct a mapping exercise to identify available community resources and the most urgent needs.
- Use local media, social networks, and community events to reach broad audiences and raise awareness about key issues such as violence, discrimination, and the importance of inclusion.
- Develop advocacy strategies targeting local authorities. This may include drafting policy proposals, organizing meetings with public officials, or participating in advisory committees. The goal is to apply sustained pressure so LGBTQI+ issues remain on the public agenda.
- Build alliances with other civil society organizations, human rights groups, and social movements that share common goals. These coalitions can strengthen the impact of local initiatives and expand mobilization capacity.
- Collect and document the experiences and outcomes of local initiatives. Share these good practices through reports, articles, and conference presentations to inspire and guide other communities in the region.

Recommended Strategies and Resources:

- Use Canva to easily design graphics, posters, and promotional materials with an intuitive interface that does not require advanced design skills.
- Use Google Forms to conduct quick community surveys and gather information on community needs and perspectives in an accessible and efficient way.
- Use platforms such as Zoom or Google Meet to organize virtual meetings and workshops, especially in contexts where in-person gatherings are difficult.
- Use Mailchimp (free plans available) to create and distribute newsletters, keeping your audience informed about events, news, and relevant updates while strengthening ongoing communication with the community.



G. Strategic Alliances with Social Movements

Description:

Establish alliances with other social movements and human rights organizations to jointly strengthen LGBTQI+ rights agendas and amplify the impact of community-based initiatives. LGBTQI+ people are an integral part of all communities and are present across a wide range of social movements. Joining forces with groups that share common goals — such as human rights organizations, feminist movements, and ethnic minority collectives — can generate greater impact and create effective synergies.

What should you consider when applying this to your context?

It is essential to identify and connect with movements and organizations whose interests and objectives align with LGBTQI+ rights. Analyze shared goals and opportunities for collaboration that can enhance collective efforts and resources. Ensure that the values and objectives of the groups you seek to collaborate with are aligned with those of your organization to foster effective, meaningful, and mutually enriching cooperation.

What activities can you carry out?

- Participate in collaborative campaigns to increase visibility and impact. Work with allies to develop shared messages and strategies that highlight common causes and strengthen collective voices.
- Share resources, information, and experiences with other organizations, including educational materials, reports, case studies, and successful strategies that benefit all parties involved.
- Establish and maintain inter-organizational networks to support ongoing collaboration and mutual support. Organize regular meetings to coordinate efforts and explore new opportunities for joint work.
- Collaborate on the development of funding proposals or joint projects. Well-crafted proposals supported by multiple organizations often have a higher likelihood of success and can generate greater impact.
- Plan and implement joint events — such as workshops, conferences, or forums — with other social movements. These events can address shared issues and promote broader dialogue on LGBTQI+ rights and social justice.

Recommended Strategies and Resources:

- For effective communication and coordination between organizations, use tools such as Slack or Microsoft Teams, which allow for organized conversations and efficient document sharing.
- For managing joint projects, Trello or Asana can help assign tasks, set deadlines, and track progress on collaborative activities.
- Sharing and storing documents, reports, and resources can be facilitated through Google Drive or Dropbox, which enable real-time collaboration across teams and organizations.
- To coordinate and distribute newsletters about joint events and campaigns, Mailchimp or Sendinblue are excellent options for keeping allies informed and engaged.



3.4 Innovation



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Innovation is essential to the success of your Vote for Equality campaign — and it does not always require large budgets or extensive resources. Adapting and reimagining your strategies, tools, and methods will allow you not only to stay relevant in a constantly changing environment, but also to maximize the reach and effectiveness of your efforts, even in low-resource settings. Below are ways to integrate innovation flexibly, adapting it to different budget levels and political contexts.

Innovation in Strategies

Even with limited resources, you can innovate in how you communicate your message. Low-cost strategies — such as creating engaging social media content — allow you to connect authentically with LGBTQI+ communities. Consider using accessible and free formats like short videos, infographics, and blog posts, which can generate significant impact without requiring major financial investment.

Collaborating with volunteers and local activists can also bring fresh perspectives and creativity to the campaign. These collaborators often have valuable skills in communication, design, or coordination that can strengthen the campaign without increasing costs.

New Tools and Methods

Take advantage of free or low-cost tools for campaign management. There are many platforms and applications that allow you to produce high-quality visual and audiovisual content with minimal expense. Tools such as Canva for graphic design and OBS Studio for video production are excellent, accessible options.

Use social media platforms and community forums to run surveys and gather feedback. Platforms like Google Forms and SurveyMonkey offer free options for data collection and analysis.

Incorporating new tools and methods can transform how you manage and promote your campaign. The use of advanced digital platforms and emerging technologies can help you more effectively track visibility and impact. Implement data analysis systems to monitor reach in real time and adjust strategies based on results. Integrating interactive technologies — such as mobile applications or augmented reality — can create engaging, innovative experiences that capture your audience's attention in new and compelling ways.

Use facilitation techniques such as consensus-building methods, graphic facilitation, and other participatory methodologies to structure dialogue, promote mutual understanding, and reach meaningful agreements.

Adapting to Emerging Trends

Stay up to date with emerging trends by using free online resources such as blogs, webinars, and open-access courses. These resources allow you to adapt your campaign to new realities without incurring high costs.

Participate in online communities and professional networks to exchange ideas and receive feedback. Often, collaboration and the sharing of experiences with other practitioners can generate innovative perspectives without requiring financial investment.

Political and social environments are constantly evolving, and emerging trends can open new opportunities to amplify your campaign. Keep track of developments in digital communication and social mobilization to adjust your approach to changing realities. Collaborate with specialists in the field and engage in innovation networks to incorporate cutting-edge practices into your strategy. Additionally, observe how social movements and public debates are shifting, and adapt your messaging and tactics so they respond to the most relevant issues and concerns facing LGBTQI+ people at any given moment.

Community Collaboration and Strategic Alliances

Even with limited resources, you can build strategic alliances with community organizations and grassroots collectives. These partnerships can provide logistical, promotional, and material support, allowing you to expand the reach of your campaign without significant financial costs.

Effective mobilization of historically marginalized groups relies on a community-based and participatory approach. Work closely with community leaders, grassroots organizations, and feminist collectives. This collaboration not only ensures that initiatives are relevant and impactful, but also strengthens the campaign by incorporating diverse perspectives and lived experiences. Participate in their events, amplify their activities, and offer logistical or material support to maximize the campaign's overall impact.

Strengthening alliances with women's rights organizations and LGBTQI+ groups is also essential. A coordinated and intersectional approach enhances the campaign's effectiveness and broadens its reach. This ensures that the campaign not only reflects the diversity of our societies, but also actively promotes an inclusive, respectful, and democratic political culture.

Creating an Inclusive Environment

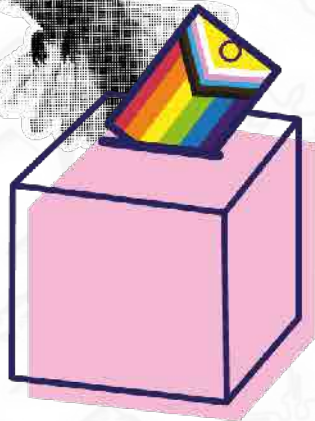
An inclusive campaign is essential to ensure the participation of all segments of the community. Use accessible approaches in your communications, making sure information is understandable for people of all ages and educational backgrounds. This can include using plain language, adding subtitles to videos, and producing materials in accessible formats.

Innovation within your campaign should ensure that it reaches people across generations and levels of political understanding. Speaking about politics in a clear and accessible way is key to engaging people from diverse age groups and educational contexts. From young people who are just beginning to form their political views to older adults with long-standing experience observing political processes, effective communication helps everyone understand the importance of their participation and the impact they can have in advancing LGBTQI+ rights.

Innovation is a core element in strengthening the effectiveness of your Vote for Equality campaign, and it does not always require large budgets. By integrating creative approaches and adaptive strategies, you can transform every aspect of your campaign — from promoting LGBTQI+ visibility to monitoring media narratives — without the need for significant financial investment.

By using free tools, collaborating with the community, and adapting your strategies to emerging trends, you can implement a creative and effective campaign in any context. The key is to use available resources strategically and to maintain a flexible, adaptable approach that maximizes impact. Innovation not only expands the reach and visibility of your efforts, but also ensures that your campaign is inclusive, representative, and capable of generating lasting change in the fight for equality and human rights.

3.5 Considerations



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When designing a Vote for Equality campaign, it is essential to begin with strong strategic preparation that allows actions to be adapted to the specific political and social realities of the context. A common mistake in many campaigns is failing to fully understand the environment in which they operate, which can result in messaging that feels disconnected from reality or tactics that prove ineffective. To avoid this, we recommend starting with a comprehensive mapping of resources, key actors, and obstacles, as this will help structure an effective and well-informed campaign plan.

First, it is crucial **to map political allies and opposition**. Identifying who is on your side — and who is not — can be one of the determining factors in a campaign's success. By understanding the landscape of key actors, you can not only secure additional support and access valuable resources, but also anticipate the strategies that political opponents may use to undermine your efforts. Well-managed alliances can open doors and strengthen the positioning of your message in public debate.

In addition, conducting an **analysis of the LGBTQI+ political context** is essential. Your campaign's messaging and tactics must be aligned with the reality in which it unfolds. This includes not only the legal and institutional framework, but also the broader social and cultural climate affecting LGBTQI+ people. For example, in contexts where LGBTQI+ rights are under active attack, campaigns may need to focus on resistance and rights protection, while in more favorable environments, more ambitious agendas can be pursued.

Assessing legal limitations is another critical step in order to avoid sanctions or retaliation. Depending on the country or region, campaigns — particularly those led by civil society organizations — may be subject to specific regulations or restrictions. Understanding the legal framework allows you to operate within the rules while safeguarding the rights of both the campaign team and participants.

Digital security is another aspect that cannot be overlooked, especially in campaigns involving LGBTQI+ people who do not wish to be publicly visible. Ensuring protection and anonymity not only encourages participation, but also strengthens trust in the campaign. In an increasingly digital world, where online threats are widespread, digital security is key to the sustainability of campaign actions.

Throughout the campaign, **prioritizing self-care and the safety of everyone involved** is fundamental. When conducting interviews, focus groups, or any data-collection activities, both observers and participants should be aware of self-care and security measures. It is advisable to avoid unnecessary exposure in hostile contexts and to ensure anonymity when documenting testimonies. Establishing support networks and secure communication channels to report incidents of violence or discrimination is also essential. Promoting the physical and emotional well-being of all participants is critical to ensuring that monitoring and documentation efforts can be carried out effectively and safely.

Finally, **budget review and alignment** are essential. Campaigns that fail to match their ambitions with available resources risk burnout or diluted impact. Having a clear understanding of financial and logistical capacity enables realistic planning and helps ensure that campaign goals are achievable.



A. Overview of Challenges

One of the most important elements in preparing a campaign is analyzing the landscape of challenges that LGBTQI+ people face in their political participation. It is essential to adopt an intersectional approach, recognizing that not all LGBTQI+ people encounter the same obstacles. The intersection of gender identity, sexual orientation, socioeconomic status, ethnicity, disability, and other factors creates additional barriers that must be acknowledged and addressed.

To fully understand the context in which a campaign will operate, it is important to analyze challenges across three levels:

- At the **structural level**, LGBTQI+ people face violence and discrimination rooted in social and cultural norms. Stereotypes and prejudices continue to be reproduced, and in many contexts sexual and gender diversity is still criminalized. These factors not only exclude LGBTQI+ people from political participation but also fuel political violence directed against them.
- At the **institutional level**, the absence of inclusive laws and the lack of legal recognition for the gender identity of trans and non-binary people severely restrict access to rights. In addition, many electoral bodies discriminate — either subtly or overtly — creating barriers to equal participation. Campaigns must seek to overcome these obstacles not only through grassroots mobilization, but also by exerting pressure for institutional change.
- At the **individual level**, fear and experiences of discrimination directly affect LGBTQI+ people's willingness to engage in politics. Limited economic resources, fear of violence, and distrust in institutions are factors that hinder participation. Recognizing these barriers and offering context-sensitive solutions is essential to promote broader and more inclusive participation.

Additionally, the electoral cycle can be divided into three stages, each with its own challenges and opportunities:

- During the **pre-electoral stage**, planning is key. Campaigns should focus on ensuring non-discrimination in candidate selection processes, promoting equitable access to resources and funding, and guaranteeing that trans and non-binary people can run for office without restrictions related to their gender identity.



- During the **voting period (electoral stage)**, campaigns must prioritize the protection of LGBTQI+ voters' rights. Ensuring that people can vote without discrimination related to identity documents is essential, as is promoting the participation of LGBTQI+ electoral observers.
- Once elections conclude, in the **post-electoral stage**, the work does not end. It is crucial to support elected candidates, ensure their proposals remain part of the public debate, and create protection mechanisms against political violence they may face. Ongoing monitoring also helps identify lessons learned and areas for improvement for future campaigns.

B. Campaign Models in Electoral Years

In an electoral year, Vote for Equality campaigns play a decisive role in positioning LGBTQI+ rights within public debate and political agendas. The following model provides a structured guide to maximize the impact of these campaigns, ensuring their adaptability to different contexts and their capacity to mobilize voters around priority causes.

The central objective of this model is to influence political decision-making so that LGBTQI+ rights become a priority for both candidates and political parties. However, the campaign must remain flexible and responsive to the dynamics and realities of the political context. Adaptability is key to responding to unforeseen situations, such as shifts in party platforms, social tensions, or institutional challenges.

This model is particularly applicable in contexts where access to LGBTQI+ rights is limited or where existing advances may be at risk of rollback due to political changes. In national elections, the campaign may focus on influencing the platforms of major political parties. In local elections, the emphasis may be on increasing the visibility of LGBTQI+ candidates and supporting their access to decision-making positions.

At the outset of the campaign, it is essential to define clear and specific objectives that respond to the needs and demands of LGBTQI+ people. These objectives may include improving political representation, promoting more inclusive legislation, or defending existing rights against conservative agendas. Objectives should be realistic and measurable in order to assess impact at the end of the electoral cycle.

Goals should be directly linked to these objectives and broken down into concrete actions. For example, ensuring that at least five candidates include pro-LGBTQI+ proposals in their platforms, or mobilizing 10,000 voters to participate actively in the elections.

Key Activities and Tools:

- 1. Candidate Mapping** - It is essential to develop a system to register and map LGBTQI+ candidates, as well as allied candidates. The goal is to make these candidacies visible and assess their platforms through an inclusion lens. A traffic-light evaluation system is recommended — green for candidates with strong, explicit commitments; yellow for those with moderate or ambiguous commitments; and red for candidates who ignore or actively undermine LGBTQI+ rights.
- 2. Evaluation of Government Platforms** - Once candidates have been mapped, their government platforms should be systematically assessed. This evaluation should focus on how they address LGBTQI+ rights in key areas such as health, employment, education, and justice. To ensure rigor and consistency, it is useful to apply standardized questionnaires that reflect the priorities and lived realities of LGBTQI+ people within the specific context.
- 3. Visibility and Communications** - Candidate visibility and effective communication are core pillars of the campaign. Leveraging social media, traditional media outlets, and strategic partnerships with journalists, content creators, or public figures can significantly amplify the message. Campaign materials should be tailored to different audiences, using accessible narratives that resonate both with LGBTQI+ communities and with allies.
- 4. Voter Mobilization** - A successful voter mobilization strategy must be inclusive and reach the full diversity of LGBTQI+ people and their allies. Organizing events, community-based activities, and digital outreach campaigns can raise awareness and encourage participation. It is crucial to have systems in place that make participation easier — providing clear information about electoral processes while also protecting the identity and safety of voters who may face discrimination.
- 5. Pre-Electoral Reports** - Ahead of the elections, a pre-electoral report should be produced to assess the political climate and the responsiveness of candidates to LGBTQI+ demands. This report should be widely disseminated to inform the community and generate public pressure, highlighting both candidates who demonstrate commitment and those who have ignored or opposed LGBTQI+ rights.
- 6. Monitoring of Results** - During and after the electoral process, strong monitoring mechanisms are essential. This includes tracking whether campaign promises are fulfilled, following key legislative votes related to human rights, and assessing the level and quality of political representation achieved.
- 7. Post-Electoral Final Report** - The final post-electoral report should include a comprehensive assessment of election outcomes and their impact on LGBTQI+ rights. Beyond evaluating what worked and what did not, this report serves as a critical learning tool for future electoral cycles. It should also include concrete recommendations to strengthen advocacy, accountability, and mobilization strategies going forward.

C. Campaign Models in Non-Electoral Years

During non-electoral years, it is crucial to sustain momentum in the defense of LGBTQI+ rights to ensure that visibility and advocacy do not fade. While the focus may shift in the absence of immediate elections, these periods offer a key opportunity to strengthen alliances, educate the public, and continue applying pressure for political and legislative changes that benefit LGBTQI+ people. Below is a baseline model that can be adapted to work effectively in these contexts.

The central objective of campaigns during non-electoral years is to keep LGBTQI+ rights at the forefront and to generate long-term impact. This model is intentionally flexible, allowing activities to be adapted to political, social, and cultural contexts, as well as to emerging community needs. The key is to use this period to build strong foundations for education, awareness-raising, and sustained mobilization.

This model is particularly effective in contexts where the protection of LGBTQI+ rights continues to face significant barriers, and where electoral cycles do not always offer immediate solutions. It is also especially relevant in countries where legislative progress is slow or where cultural change requires a long-term approach to challenge deeply rooted stigma and prejudice.

In non-electoral years, campaign objectives focus on maintaining the visibility of LGBTQI+ people and ensuring that their rights remain present in public and political discussions. These objectives may include raising awareness of human rights violations, promoting inclusive public policies, and strengthening alliances with organizations and social movements.

Goals should be aligned with a long-term vision aimed at achieving structural change. These may include increasing the representation of LGBTQI+ people in decision-making spaces, advancing inclusive legislation, or developing training programs for public officials on diversity, equality, and human rights.

It is essential to continuously adjust strategies and tactics in response to shifts in the political and social context. Campaigns must remain dynamic, responding to current events such as spikes in violence against LGBTQI+ people, legislative changes, or the rise of hate-based rhetoric. This flexibility ensures that the campaign remains relevant, responsive, and effective over time.



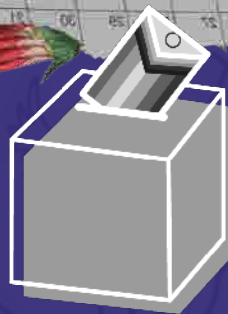
Key Activities and Tools:

- 1. Education and Awareness-Raising** - One of the most important activities during non-electoral years is education. Developing educational campaigns that challenge stereotypes and promote a deeper understanding of LGBTQI+ rights is essential to driving long-term cultural change.

These efforts may include:

- a. Educational materials:** Brochures, videos, infographics, and digital resources that provide clear information about LGBTQI+ rights.
 - b. Talks and workshops:** In-person or virtual activities aimed at training diverse audiences, from the general public to government institutions and public officials.
 - c. Media outreach:** Using both traditional and digital media to expand the reach of educational campaigns and reinforce key messages.
- 2. Promoting Ongoing Participation** - It is essential that LGBTQI+ people and their allies remain actively engaged during non-electoral years. To support this, campaigns can organize:
 - a. Mobilizations and events:** Creating or participating in key events such as Pride marches, commemorations of significant dates, and public forums or discussion spaces.
 - b. Strategic alliances:** Collaborating with allied social movements to address shared priorities, including human rights, social justice, and gender equality.
 - 3. Monitoring and Reporting Violations** - During non-electoral years, it is critical to implement monitoring systems that document violations of LGBTQI+ rights. These systems may include:
 - a. Case databases:** Creating and maintaining databases that document rights violations, discrimination, and hate crimes affecting LGBTQI+ people.
 - b. Public reporting and advocacy:** Developing strategies to make these violations visible at the local, national, and international levels, mobilizing public support to pressure for legislative change and accountability.
 - 4. Periodic Reporting** - Producing regular reports makes it possible to assess campaign progress and adjust strategies based on evidence and outcomes. These systems may include:
 - a. Analysis of achievements and challenges:** Identifying which activities have been effective and which require adjustment or reinforcement.
 - b. Forward-looking recommendations:** Drawing on lessons learned to propose new strategies that strengthen the campaign's impact in future electoral cycles.

4. *Creating Your Vote for Equality Campaign*



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4.1 Defining Your Campaign Objectives and Goals

Defining your campaign's objectives and goals is a critical step that will guide both planning and implementation. Below is a framework to help you set clear, realistic, and impactful goals that ensure your campaign generates meaningful results.

General objectives describe the overarching purpose of your campaign — such as increasing LGBTQI+ political representation or strengthening public awareness of LGBTQI+ rights.

Specific objectives, on the other hand, outline the concrete actions you will take to achieve that broader purpose.

For example:

- **General objective:** Promote LGBTQI+ political participation.
- **Specific objective:** Organize leadership and campaign training workshops for LGBTQI+ candidates in five regions.

Your campaign goals should reflect both the changes you want to see and the strategies you will use to achieve them. Goals should follow the **SMART** framework: they should be **Specific, Measurable, Achievable, Relevant, and Time-bound**.

The following questions can help you shape them:

- What changes do you want to see in the community or in public policy?
- How will you measure the success of your campaign?
- What timelines are realistic for achieving these objectives?

It is also helpful to divide your goals into short-term and long-term objectives:

- **Short-term goals:** Immediate actions that can be implemented quickly, such as organizing awareness-raising events or producing campaign materials.
- **Long-term goals:** Structural changes that require sustained effort over time, such as influencing legislative reforms or building long-term political support networks for LGBTQI+ candidates.

Key Factors to Consider When Defining Objectives:

- 1. Electoral vs. Non-Electoral Years** - Your objectives will vary depending on the electoral context. In electoral years, the focus may be on increasing the visibility of openly LGBTQI+ candidates and ensuring that LGBTQI+ rights are part of public debate. In non-electoral years, priorities may shift toward ongoing education, alliance-building, and creating a more inclusive political environment.
- 2. Type of Election** - Different types of elections — national, local, or legislative — present distinct opportunities. For example, local elections may have a more direct and immediate impact on LGBTQI+ communities due to the closer relationship between candidates and voters.
- 3. Number of Openly LGBTQI+ Candidates** - The number of openly LGBTQI+ candidates will shape the scope and focus of your campaign. When many candidates are running, the campaign may focus on amplifying their voices and building coalitions. When there are fewer candidates, the emphasis may be on increasing visibility and providing targeted support.
- 4. Political Violence and Discriminatory Rhetoric** - Rising levels of violence and discrimination against LGBTQI+ people in political spaces present a significant challenge that campaigns must address. A key objective may include identifying, documenting, and denouncing these abuses — working to reduce their impact through public awareness, advocacy, and collaboration with allied movements and campaigns.



Possible Goals for Your Campaign:

- 1. Increase the Visibility of Openly LGBTQI+ Candidates** - Your campaign can help create a more inclusive environment for LGBTQI+ candidates by ensuring their voices are heard and supported. This may include organizing visibility events, producing positive media content, or amplifying their messages through digital and traditional platforms.
- 2. Bring LGBTQI+ Issues “to the Table”** - Assessing whether LGBTQI+ rights are meaningfully included in the electoral conversation is essential. Your campaign should work to ensure these issues are discussed seriously and substantively — not treated as political talking points or used opportunistically. This may involve countering misinformation and advocating for accurate, respectful representation of LGBTQI+ rights in public debates.
- 3. Advance Inclusive Agendas in Government Platforms** - Including LGBTQI+ issues in government plans and policy platforms should be a minimum standard for candidates. Your campaign can promote the development of concrete policy proposals that address the lived realities of LGBTQI+ people — ranging from access to healthcare to protections against discrimination and violence.
- 4. Document and Respond to Political Violence** - Your campaign should incorporate a monitoring system to document and publicly denounce political violence against LGBTQI+ people. This may include creating a database to track incidents and establishing rapid-response mechanisms to mobilize support and solidarity when attacks occur.
- 5. Encourage LGBTQI+ Participation Within Political Parties** - An important campaign goal may be to encourage more LGBTQI+ people to engage directly in political parties as agents of change. This can involve creating training opportunities, mentorship programs, and support spaces that help LGBTQI+ people build political skills and advocate for their rights from within party structures.

This strategic and well-defined approach will enable you to develop a strong and effective campaign, ensuring that the rights of LGBTQI+ people are promoted and protected both during electoral cycles and in non-electoral periods.



4.1 *Establishing Your Campaign Timeline*

Effective time planning is essential to the success of any campaign. Defining the right timeframe ensures that you make the most of each stage of the electoral process. To do this effectively, follow these steps:

Step 1: Identify the Electoral Calendar

Before setting your campaign timeline, it is essential to identify key dates in the electoral calendar. Be sure to take into account:

- **Official campaign start:** The date when public campaign activities are legally permitted.
- **Debate dates:** Critical moments to position LGBTQI+ issues in public discussion.
- **Early or advance voting periods:** Opportunities to organize activities that encourage early participation.
- **Election Day:** The culmination of your campaign efforts.

Step 2: Planning and Preparation Phase (1-3 months)

This period takes place before the official campaign launch and requires sufficient time to organize all essential components, including:

- Hiring consultants, if needed.
- Developing visual materials such as banners, flyers, and digital assets.
- Creating a website and communication channels.
- Designing content strategies and coordinating with allies.

Careful planning during this phase helps prevent last-minute challenges and allows the campaign to unfold smoothly.

Step 3: Campaign Launch (3-6 months before the election)

The official campaign launch is a key opportunity to capture public attention and establish a strong presence. The launch should be strategically designed to maximize impact and build momentum, including:

- A flagship event that marks the beginning of the campaign.
- High-impact activities such as press conferences, video releases, or coordinated social media actions.

Step 4: Campaign Implementation

During the active phase of the campaign, you will put your planned strategies into action:

- Organizing public events, trainings, and visibility activities.
- Monitoring social media and distributing strategic content.
- Activating ally networks and mobilizing volunteers.

This phase requires ongoing monitoring to assess progress in real time and adjust tactics as needed.

Step 5: Ongoing Monitoring and Adjustments

As the campaign advances, it is important to continuously assess performance and make adjustments when necessary:

- Evaluate the impact of your actions using defined success metrics.
- Make rapid adjustments to optimize reach and effectiveness based on feedback or changes in the political context.

Step 6: Post-Electoral Evaluation (1–2 months)

Once the elections have concluded, conducting a thorough evaluation is essential:

- Assess the extent to which campaign objectives and goals were achieved.
- Prepare a detailed post-election report that documents both successes and areas for improvement.

This analysis will not only help you close the campaign effectively, but also lay the groundwork for future political action.

4.3 Identifying the Capacities Required for Each Element of Your Strategy

The implementation of your Vote for Equality campaign can vary significantly in size and scope depending on available resources and the context in which you are working. To help you design a flexible and effective campaign, this section offers a practical guide that allows you to adapt your strategy to different budget levels and scales of operation.





Core Team

To launch an effective campaign, you need to build a team with key capacities, regardless of the project's size. First, it is essential to have a coordination and oversight role. This person should be responsible for planning and leading campaign activities, managing resources, and maintaining coordination with key partners. They are the backbone of the campaign and ensure that all efforts remain aligned with the campaign's objectives.

You will also need a communications and outreach lead. This person should have strong skills in content creation and social media management. Their role is critical for developing communication materials, managing the campaign's online presence, and promoting the campaign across multiple platforms.

In addition, it is important to include a research and analysis role. This person is responsible for evaluating candidates, analyzing public policies, and collecting relevant data. Their work enables informed decision-making and supports the continuous assessment of the campaign's progress.

Another essential role is education and training. This person should be able to facilitate workshops, talks, and educational activities that raise awareness and mobilize the community around LGBTQI+ political participation.

Finally, consider engaging volunteers who can support the implementation of local activities such as awareness events and voter mobilization efforts. While they may not be paid team members, their hands-on support is invaluable to the success and reach of the campaign.

Technical Resources

For the campaign to be effective, you will need a basic set of technical resources. At the outset, you can rely on simple digital tools for content creation and management, such as graphic design and video editing software. These tools will allow you to produce visually engaging materials that support your messaging.

It is also important to use monitoring systems to track media coverage, analyze hate speech, and assess the campaign's progress. Basic access to social media platforms and a website is essential to facilitate information sharing and meaningful engagement with the community.

If the budget allows, consider developing a more robust and professional website and investing in advanced design and analytics software. These tools can significantly enhance the quality, reach, and overall impact of your campaign materials.

Financial Resources

The budget allocated to your campaign will depend on the resources available. Start with a basic allocation for the production of educational and promotional materials. You should also plan a budget for organizing local events and workshops, including venue rental and necessary materials.

A modest investment in digital campaigns and local media can help increase the campaign's visibility. If you have access to a larger budget, you may be able to invest in national-level media and high-impact digital advertising, as well as organize larger and more sophisticated events.

Specialized Capacities

As the campaign grows, incorporating additional capacities can significantly strengthen its impact. Take advantage of partnerships with community organizations and local leaders to expand support and deepen community engagement. Draw on internal expertise in campaign management and policy analysis, and continuously adjust strategies based on the local context and emerging needs.

For greater impact, consider establishing strategic alliances with larger organizations and influential media outlets. Bringing in external specialists or consultants can also provide in-depth guidance and adaptive strategies to help the campaign respond effectively to emerging challenges.

Analysis and Evaluation Capacities

Ongoing evaluation is essential to the success of the campaign. Begin by defining basic indicators to measure impact, such as the number of LGBTQI+ candidates supported, and produce simple progress reports that track activities and outcomes.

Where context and resources allow, implement more advanced evaluation systems, including surveys and in-depth data analysis. This will enable you to generate comprehensive reports with detailed findings and strategic recommendations to inform future campaigns.

In summary, your campaign can be adapted to different levels of resources and varying contexts. With a well-prepared team, appropriate technical resources, and flexible financial and strategic planning, you will be equipped to implement an effective campaign that can scale up or down as needed.



Acknowledgements



From the LGBTQI+ Political Participation Observatory of the Americas and the Caribbean, we are deeply honored to share this tool with you. This manual is the result of years of collective experience, learning, and collaboration with partner networks that have played a fundamental role in the struggle for equality and the political visibility of LGBTQI+ people.

True transformation is achieved by joining forces, sharing best practices, and strengthening coalitions. This tool is more than a manual — it is a call to action for those who believe in building inclusive and representative democracies. Its value lies in its ability to adapt to local realities and to bring together collective efforts in pursuit of more equitable representation.

We invite individuals, organizations, and movements to use this tool and to join the effort to build democracies that truly represent all of us.

The creation of this manual would not have been possible without the support, dedication, and commitment of numerous individuals and organizations working to advance LGBTQI+ political participation across the region. We extend our sincere gratitude to everyone who contributed to this project.

We would like to offer special thanks to **Mateo de la Torre**, Deputy Director of Global Programs at the LGBTQ+ Victory Institute, whose leadership and vision were instrumental in the development of this manual. His unwavering commitment to equality and justice guided every stage of the process, ensuring that this tool is both practical and inspiring for those working to advance LGBTQI+ rights.

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The success of this manual reflects the power of collaboration and shared commitment to a more inclusive democracy. To everyone involved, we thank you for your passion and dedication, which made it possible for this tool to reach those who need it most.

Alhelí Partida*Senior Director of Global Programs, LGBTQ+ Victory Institute***Andrés Treviño***Global Programs Associate, LGBTQ+ Victory Institute***Wilson Castañeda***Director, Corporación Caribe Afirmativo***Ces Badillo***Socio-Political Advocacy and Human Rights Coordinator, Corporación Caribe Afirmativo***Johana Torres Rodriguez***Project Management Specialist, Corporación Caribe Afirmativo***Design and Layout:** Danne Aro Belmont

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Availability of Technical Support

If you are interested in coordinating a campaign and would like to explore opportunities for collaboration with the LGBTQI+ Political Participation Observatory of the Americas and the Caribbean, you may contact us at the following email addresses:

- **international@victoryinstitute.org**
- **observatorio@victoryinstitute.org**

Please include a brief description of your campaign, its objectives, and the context in which you are working. While we may not always be able to provide direct support to every initiative, we will make every effort to share relevant resources and guidance that may be useful for your campaign.

Thank you for your interest. We are here to support you whenever possible in strengthening LGBTQI+ political participation.



**Observatorio de
Participación
Política LGBTIQ+**
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