

OPTIMISM FOR BRIGHTER FUTURE

We are going to make a constant deliberative effort to project an optimistic and brighter coming future, despite of the current situation

“We” are NGLTF

When we reach out to our follower community through mass communication, we are going to distinguish ourselves as an organization from them, so we do not mislead anybody. “We” and “Us are going to be used only in context of NGLTF

Buy-in through opinion seeking and engagement

To make our community bigger believes in our causes, we are going to project need for opinion and engagement in our external voice, rather than mere donations or consumption of information

We stand for principles on which this country has been founded

We must use words that resonate with people as the founding principles of this country, including equality, justice, freedom, etc.

We are going to be informative and suggestive, not biased and cruel

Our organizational voice should be that of a gentle yet clever teacher, very informative yet suggestive of what action people must take. We may not, at any time, seem to sound overly critical of other people's work and stance

“You can create lasting positive change by joining the Task Force today”

“This is our chance to shine a spotlight on the real harm caused by these forms of workplace discrimination.... We need your help right now to outlaw this form of discrimination”

“Today's ruling ensures its effects will soon be felt by millions of Americans”

“Please tell us what you need out of health care reform”

“We have never rolled over and played dead, and we certainly won't now. Now, More than ever, we need you to add your voice to the National Gay and Lesbian Task Force”

“Your story will help us advocate for more reform – for everyone”

“By getting involved, you'll make a difference for everyone”

“Click here to sign the petition, and let's hear freedom, and wedding bells, ring for everyone.”

“And the Task Force, with you by our side, will continue the fight for full equality, economic security and justice.”

“At the Task Force, we believe in a person's fundamental right to sexual health and freedom and the right to decide whether or when to become a parent.”

“The Affordable Care Act begins to address many of these inequities....See our article in the Huffington Post here for more details on how the Affordable Care Act will help you.”

“For two years, Congress has stalled all action on ENDA... But we need to the Senate to go further – ENDA needs to be voted out committee and sent to the Senate floor!”