**Only With Your Help and Support Will We Reach Our Goal of 1,000 participants**

We have compiled the promotional toolkit to support you efforts in promoting the LGBTQ+ Survey. We have compiled a suggested timeline of activities throughout the month.

If you have any questions or difficulty with any of the marketing and communication tools in the online toolkit (**www.stonybrookmedicine.edu/PartnerToolkit**) please send an email to [Barbarajo.Howard@stonybrookmedicine.edu](mailto:Barbarajo.Howard@stonybrookmedicine.edu) and [Jennifer.Jamilkowski@stonybrookmedicine.edu](mailto:Jennifer.Jamilkowski@stonybrookmedicine.edu) and in the subject note: **LGBTQ+ toolkit question.**

**Weekly Debriefing Team Meetings (Optional):**  Mondays - June 14, 21 and 28 at 2pm via Team Meetings (You will receive a link) to report on responses; discuss opportunities (including what is working and what to build on) as well as address any marketing toolkit questions.

LGBTQ+ Survey landing page links:

* **Webpage URL in English**: [**http://www.stonybrookmedicine.edu/LGBTQ/survey**](http://www.stonybrookmedicine.edu/LGBTQ/survey)
* **Webpage URL in Spanish:** [**https://es.stonybrookmedicine.edu/LGBTQ/survey**](https://es.stonybrookmedicine.edu/LGBTQ/survey).
* There are also corresponding **QR codes**

In addition to weekly postings of social media (English and/or Spanish videos), we encourage you to send emails (English and/or Spanish) and distribute the flyers (also in English and Spanish along with versions that are capable of being customized with your logo) to your members, followers, etc.

**WEEK OF JUNE 7**

1. **Send** [**Press Release in English**](https://www.stonybrookmedicine.edu/sites/default/files/LGBTQ%2B%20Survey%20Press%20Release%20English_Toolkit.docx) **and/or the** [**Press Release in Spanish**](https://www.stonybrookmedicine.edu/sites/default/files/LGBTQ%2B%20Survey%20Press%20Release%20Spanish_Toolkit.docx) **to your media contacts (for ease there is a designated quote to attribute to your spokesperson) and post to your website.**
2. **Download, print and distribute flyers. You have the option to customize the flyers with your logo.**

**Customizable flyers:**

* + [**Instructions on how to add your name or logo into the PDF to create final PDF or JPG file**](https://www.stonybrookmedicine.edu/sites/default/files/LGBTQ%20Survey%20Flyer%20Editing%20Instructions%20toolkit.pdf)
  + [**Flyer PDF in English (with ability to customize with your organization's name or logo)**](https://www.stonybrookmedicine.edu/sites/default/files/21051650H-LGBTQ%20Survey%20Revised%20English%20Flyer_wLogoBox.pdf)
  + [**Flyer PDF in Spanish (with ability to customize with your organization's name or logo)**](https://www.stonybrookmedicine.edu/sites/default/files/21041341H-%20LGBTQ%20Survey-Spanish%20Version%20Flyer-wLogoBox.pdf)

**Non-Customizable flyers/image as PDF and JPGs to be inserted into emails, including mailchimp, constant contact, etc. files:**

* [**Flyer PDF in English (no customization)**](https://www.stonybrookmedicine.edu/sites/default/files/21051650H-LGBTQ%20Survey%20English%20Flyer_SBM%20Use.pdf)
* [**Flyer JPG in English (no customization)**](https://www.stonybrookmedicine.edu/sites/default/files/21051650H-LGBTQ%20Survey%20English%20Flyer_SBM%20Use.jpg)
* [**Flyer PDF in Spanish (no customization)**](https://www.stonybrookmedicine.edu/sites/default/files/21041341H-%20LGBTQ%20Survey-Spanish%20Version%20Flyer-SBM%20Use.pdf)
* [**Flyer JPG in Spanish (no customization)**](https://www.stonybrookmedicine.edu/sites/default/files/21041341H-%20LGBTQ%20Survey-Spanish%20Version%20Flyer-SBM%20Use.jpg)

1. **Suggested multimedia for social post:** [**Why You Should Take the LGBTQ+ Healthcare Survey - English**](https://www.stonybrookmedicine.edu/sites/default/files/media/Why-you-should-take-the-lgbtq+healthcare%20survey-English.mp4)
2. **Suggested copy for social post:** Take the LGBTQ+ Health Needs Survey and help shape the future of healthcare and support services for the #LGBTQ+ population on Long Island: [**https://bit.ly/LILGBTQHealthSurvey**](https://bit.ly/LILGBTQHealthSurvey)\*100% anonymous & confidential

* Please customize copy for each social platform and to reach your respective audiences. You can post in your newsfeed or as a story. There is also a video in Spanish [**Lograr Que Su Voz Se Oiga - Espanol**](https://www.stonybrookmedicine.edu/sites/default/files/media/Lograr-Que-Su-Voz-Se-Oiga-Espanol.mp4) All videos are sized for newsfeed posts as well as social stories which are vertical. If posting on Instagram, please remember to include the survey link [**https://bit.ly/LILGBTQHealthSurvey**](https://bit.ly/LILGBTQHealthSurvey) in the bio and indicate in your post caption that the link is in your bio.

1. **Send EMAIL #1:** [**Email Announcement in English**](https://www.stonybrookmedicine.edu/sites/default/files/LGBTQ%2B%20Survey%20Emails%20English_toolkit_1.docx) **and/or** [**Email Announcement in Spanish**](https://www.stonybrookmedicine.edu/sites/default/files/LGBTQ%2B%20Survey%20Emails%20Spanish_toolkit_0.docx)

**WEEK OF JUNE 14**

1. **Suggested multimedia for social post:** [**Who Can Take the LGBTQ+ Healthcare Survey? - English**](https://www.stonybrookmedicine.edu/sites/default/files/media/Who-Can-Take-the-LGBTQ+HealthcareSurvey-English.mp4)
2. **Suggested copy for social post:** LGBTQ+ health matters. Make your voice heard during #PrideMonth by taking the #LGBTQ+ Health Needs Survey: [**https://bit.ly/LILGBTQHealthSurvey**](https://bit.ly/LILGBTQHealthSurvey)\*100% anonymous & confidential. Please customize copy for each social platform and to reach your respective audiences. You can post in your newsfeed as well as a story. The videos are both vertical and horizontal. If posting on Instagram, please remember to include the survey link [**https://bit.ly/LILGBTQHealthSurvey**](https://bit.ly/LILGBTQHealthSurvey) **i**n the bio and indicate in your post caption that the link is in your bio.
3. Please encourage participation by sharing on your personal social pages and emailing those you think would be interested.

**WEEK OF JUNE 21**

1. **Suggested multimedia for social post:** [**Take the LGBTQ+ Survey Now - English**](https://www.stonybrookmedicine.edu/sites/default/files/media/Take-the-LGBTQ+Survey-Now-English.mp4)
2. **Suggested copy for social post:** Calling all LGBTQ+ allies! Spread the word: The #LGBTQ+ Health Needs Survey is now LIVE! Help shape the future of healthcare on LI: [**https://bit.ly/LILGBTQHealthSurvey**](https://bit.ly/LILGBTQHealthSurvey) \*Survey is 100% anonymous & confidential. Please customize copy for each social platform and to reach your respective audiences. You can post in your newsfeed as well as a story. The videos are both vertical and horizontal. If posting on Instagram, please remember to include the survey link [**https://bit.ly/LILGBTQHealthSurvey**](https://bit.ly/LILGBTQHealthSurvey) in the bio and indicate in your post caption that the link is in your bio.
3. **Send EMAIL #2:** [**Email Announcement in English**](https://www.stonybrookmedicine.edu/sites/default/files/LGBTQ%2B%20Survey%20Emails%20English_toolkit_1.docx) **and/or** [**Email Announcement in Spanish**](https://www.stonybrookmedicine.edu/sites/default/files/LGBTQ%2B%20Survey%20Emails%20Spanish_toolkit_0.docx)

**WEEK OF JUNE 28**

1. **Suggested multimedia for social post:** Take the LGBTQ+ Survey Now - English
2. **Suggested copy for social post:** LGBTQ+ health matters. Make your voice heard during #PrideMonth by taking the #LGBTQ+ Health Needs Survey [**https://bit.ly/LILGBTQHealthSurvey**](https://bit.ly/LILGBTQHealthSurvey)\*100% anonymous & confidential. Please customize copy for each social platform and to reach your respective audiences. You can post in your newsfeed as well as a story. The videos are both vertical and horizontal. If posting on Instagram, please remember to include the survey link [**https://bit.ly/LILGBTQHealthSurvey**](https://bit.ly/LILGBTQHealthSurvey) in the bio and indicate in your post caption that the link is in your bio.
3. **EMAIL #3 (We will send you the missing highlighted numbers as a Final Reminder 4 days before close)** [**Email Announcement in English**](https://www.stonybrookmedicine.edu/sites/default/files/LGBTQ%2B%20Survey%20Emails%20English_toolkit_1.docx) **and/or** [**Email Announcement in Spanish**](https://www.stonybrookmedicine.edu/sites/default/files/LGBTQ%2B%20Survey%20Emails%20Spanish_toolkit_0.docx)