



IT GETS BETTER PROJECT.®

Partnership Opportunities

IT GETS BETTER PROJECT

The It Gets Better Project is a 501(c)3 nonprofit organization with a mission to uplift, empower, and connect lesbian, gay, bisexual, transgender, and queer (LGBTQ+) youth around the globe. Created in 2010 as the result of one of the most successful viral video campaigns in YouTube's history, the It Gets Better Project provides critical support and hope to LGBTQ+ youth around the world by leveraging the power of media to reach millions of people each year. In an effort to provide partners an opportunity to better align their support with the It Gets Better Project's programs and impact, we are happy to provide the following thought starters for a continued, successful partnership.

It Gets Better Project Areas of Focus

Storytelling and Media

Storytelling is at the heart of our effort to empower LGBTQ+ youth around the globe. We share stories that inspire hope, spark conversations, and can inform and positively influence a sexual orientation or gender identity journey.

Education

It Gets Better EDU exists to ensure that our uplifting and informative stories reach LGBTQ+ youth and their peers wherever learning takes place. With an impactful youth ambassador program, student-driven grantmaking initiatives, and a growing library of free educational resources for educators and student leaders, thousands of middle and high school students engage with It Gets Better EDU programming every year.

Global

It Gets Better is the world's largest storytelling effort to empower LGBTQ+ youth. Investing in local, like-minded organizations outside the US, It Gets Better Global brings storytelling and other life-affirming support to communities of LGBTQ+ youth around the globe.

**International affiliates are located in Argentina, Austria, Brazil, Canada, Chile, Colombia, Dominican Republic, Greece, Guatemala, Hungary, India, Mexico, Panama, Paraguay, Peru, Portugal, Spain, and the United Kingdom. To connect with these affiliates, [click here](#).*



190k+
FOLLOWERS
Twitter



22k+
FOLLOWERS
LinkedIn



240k+
FOLLOWERS
TikTok



145k+
FOLLOWERS
Instagram



486k+
FOLLOWERS
Facebook



3.5k+
FOLLOWERS
Twitch



72k+
SUBSCRIBERS
YouTube



125k+
SUBSCRIBERS
Mail List



117k+
FOLLOWERS
Tumblr



400k+
VISITORS
Website

1.8 million+
Current Total Audience

2023 Partnership Campaign Rates	\$5k+	\$10k+	\$25k+	\$50k+	\$75k+	\$100k+
Total guaranteed posts across platforms in promotion of the partnership (Facebook, Twitter, and Instagram)**	1	3	4	5	6	7
Instagram Stories	1	1	1	2	2	3
Twitter		1	1	1	2	2
Facebook (Pending Press Pick Up)		1	1	1	1	1
LinkedIn (Pending Press Pick Up)			1	1	1	1
Total Web Benefits	1	1	2	4	4	4
Logo inclusion in ItGetsBetter.org Blog Wrap Up (Pride or EOY)		1	1	1	1	1
Name inclusion in ItGetsBetter.org Blog Wrap Up (Pride or EOY)	1					
Inclusion in Email Wrap up to It Gets Better Subscriber Base			1	1	1	1
Custom dedicated Email highlight section to It Gets Better Subscriber Base throughout the calendar year				1	1	1
Prominent Logo Placement on ItGetsBetter.org				1	1	1
Additional Benefits	1	3	3	4	5	5
Rights to use the It Gets Better Project's proud supporter logo when referencing nonprofit support	x					
Rights to use the It Gets Better Project's logo when referencing nonprofit support		x	x	x	x	x
Opportunity to discuss year round partnership through Pride 365 model				x	x	x
Press release support					x	x
Dedicated staff member assigned to your account		x	x	x	x	x
ROI Meeting at conclusion of contract		x	x	x	x	x
Total Benefits	3	7	9	13	15	17

**** Additional social media coverage is possible with the inclusion of a storytelling strategy aligned with the mission of the It Gets Better Project.**

Social Media: Partnership Information

At different giving levels, we thank partners with a variety of posts across our social channels.

Generally, we share information about the partnership to our It Gets Better Project channels for increased visibility of your posts - see examples to the right.

- Please let us know in advance the dates you will be posting partnership/campaign so we can plan to share your posts.

If your brand does not have a presence on one of the above mentioned platforms, please let us know so we can swap in another post.

- For example, if your brand does not have a presence on Twitter, we can plan in an Instagram story instead of a tweet.

If your brand will not be posting publicly about the partnership/campaign but you would still like us to recognize the partnership on our It Gets Better Project accounts, please send a related graphic and/or brand logo that you would like us to use in our posts.

The It Gets Better Project strives to uphold high ethical standards; to be thorough, accurate and unbiased in all information we present; and to consistently keep LGBTQ+ youth at the forefront of everything we do. Below, you will find the guidelines we follow in regard to what we cannot do as an organization to ensure our actions are in line with our core values.

What Can't We Do at the It Gets Better Project?

- We may not donate to political campaigns.
- We may not promote ticket sales to external event.
 - We can share: Brand is honored to support the It Gets Better Project and LGBTQ+ youth! Click here to learn more.
 - We cannot share: Brand is honored to support the It Gets Better Project through our event on [date]! Buy your tickets here!
- We may not explicitly tell folks to buy products.
- We may not execute competitions that include but are not limited to raffles without an explicit permit.
- We may not give out coupons, any giveaway must cover the whole cost of item and shipping.
- We may accept sponsors that support youth-led & youth-driven activities, but we do not utilize Youth Voices in campaigns.



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itgetsbetter.org • [@itgetsbetter](https://twitter.com/itgetsbetter)

Ready to activate your partnership? Have questions?
Contact strategic.partnerships@itgetsbetter.org