

ABOUT IT GETS BETTER

It Gets Better is a global nonprofit dedicated to uplifting, empowering, and connecting LGBTQ+ youth. What began as a viral video campaign is now the world's largest storytelling platform for LGBTQ+ young people—amplifying their voices through dynamic media, life-affirming resources, and community-based partnerships.

With an Emmy Award, a New York Times bestseller, and top-ranked presence across TikTok, YouTube, and Twitch, It Gets Better helps queer youth envision a future full of pride and possibility—before they're in crisis.

ABOUT THE SUMMER READING CHALLENGE

This summer, It Gets Better is launching a community-wide fundraising campaign to support LGBTQ+ youth and celebrate queer literature. As book bans and censorship escalate, we're responding the best way we know how: by lifting up the stories that matter most and making sure they're seen, shared, and supported.

You can help by launching a fundraiser, recording a video, or sharing one of our downloadable graphics, and rallying your community to support queer literature and It Gets Better's life-affirming work.

SAMPLE SOCIAL MEDIA LANGUAGE

Here are some thought-starters for launching your fundraiser and your social media posts.

Short & Direct

I'm joining the #SummerReadingChallenge to raise money for @itgetsbetter—because queer stories matter, especially now. Books helped me see myself. This fundraiser helps LGBTQ+ youth do the same. Support my challenge: [insert fundraiser link]

Personal Tone

Growing up, I didn't see myself in the books I read. Now I understand the power of seeing one's truth reflected on the page for LGBTQ+ youth. That's why I'm fundraising for @itgetsbetter's Summer Reading Challenge. They use storytelling to reach and uplift queer youth around the globe, and right now, that visibility is under attack. Join me: donate, share, or start your own challenge. Let's raise our voices and amplify queer stories. [insert fundraiser link]
#SummerReadingChallenge

Activist Tone

Queer books are being banned. Queer authors are being silenced. But we're not going anywhere.

I'm reading and raising money for @itgetsbetter to ensure LGBTQ+ youth continue to see themselves in the stories that matter. Every dollar supports It Gets Better's life-affirming programs, and every post helps amplify queer voices. Join me in this joyful act of resistance. [insert fundraiser link] #SummerReadingChallenge

Uplifting & Community Focused

Storytelling is how @itgetsbetter changes lives, and queer stories are at the heart of that mission. I'm proud to be part of the #SummerReadingChallenge, helping raise funds to support LGBTQ+ youth and celebrate the books that help them feel seen, safe, and inspired. Support my challenge or start your own: [insert fundraiser link]

RECORD A VIDEO

Want to record a video to support your Summer Reading Challenge fundraiser? Videos make fundraisers more personal to your audience, and if you tag @itgetsbetter and use the hashtag #summerreadingchallenge, we might reshare your video throughout the campaign (with your permission, of course).

Recording: Video should be shot vertically on your phone or camera with bright, natural lighting or a ring light in front of you. The ideal guideline for videos is to keep them to around two minutes or less.

What To Say: Keep it simple and personal. Tell us about a queer book that changed your life and why queer stories are important to you. Maybe you're a writer and you want to inspire folks to support queer voices. Maybe It Gets Better's storytelling efforts inspired you and you want to rally your community around that. Bottom line, tell folks why the Summer Reading Challenge matters to you and encourage them to donate. Whatever you think will inspire folks to read, to share and to donate is what you should record.