Executive Summary

Know Your Neighbors works to hold accountable the U.S. Christian Right Wing leaders whose core operations expand into the Global South. Doing this kind of work well is like building a well-crafted house by hand.

The very premise of our work is challenging bad actors who are neo-colonial in their imposition of governmental, religious, and economic models that mirror, if not pave the way for, American concerns. Therefore, even as we seek closer ties and more intimate knowledge of life on the ground in the Global South, we have resist to quicksand of the “western agenda” specter.

Craftsmanship, if it were a less gendered term, would be a succinctly perfect way to describe the process of building relationships of solidarity, elevating Global South narratives that properly contain our activism here in the U.S., and inducting U.S. activists with varying degrees of analysis and knowledge into healthy counter strategies against our homegrown culture warriors.

Over the past year, we layered fine layer upon layer of infrastructure, messaging, educational tools, curricula, outreach, and mobilization onto the architecture of Know Your Neighbors. What a fine vessel we have built for many more years of intervention!

A recent, and slightly-more-than-typical, day in the life of Know Your Neighbors adeptly illustrates why we do this work and the powerful places it is headed:

On a call in the morning, we committed support to American Jewish World Service to disseminate a sign-on statement with U.S. religious leaders who say “not in our name” to their Right Wing peers visiting Africa and Latin America with their harmful rhetoric. This letter serves as the perfect flipside to our targeted actions.

In the afternoon, we connected Soulforce staff member Rev. Alba Onofrio to U.S. State Department-funded Visiting Speakers program to explore opportunities in Belize and other Latin American locations.

And finally, in the evening, we planned a strategy call with human rights lawyers and activists in South Africa and Botswana who are on the receiving end of the Scott Lively facsimile Steven Anderson from Arizona.

We are excited to be building a house that will be home to life-giving and life-saving solidarity work in the coming years.

Haven Herrin, Executive Director of Soulforce
**Goal 1:** Build awareness, a sense of responsibility, and solidarity among U.S. activists, especially church-goers, to halt the exportation of transphobia and homophobia.

The first task of Know Your Neighbors was to strengthen muscles for solidarity among our allies and foster sharper awareness of our targets. Our strategy has been to stoke the willingness to act among our crew with knowledge of the bad actors’ work both here and home and abroad while illuminating sites of implication or responsibility.

The Rick Warren bookmark campaign is one example of this strategy wherein we highlight Warren’s influence on Title IX laws in California and the role he played in Uganda’s Kill the Gays Bill. We are using his best-selling books, second only to the Bible, to be vehicles for telling the truth about him.

Our major locations for training and membership development included three conferences: The Faith and Family Power Summit, Creating Change, and the Allied Media Conference. We also hosted three in-person trainings in KYN target communities, Nashville TN, Richmond VA, and Norfolk VA. These are all sites of interest for their proximity to some of the strongest footholds of Religious Right media. Soulforce defines “equipped” as being trained Opposition Research 101 and International Solidarity, packaged as Queer Spy Bootcamp trainings to give activists and organizers a sense of belonging into a network of activists.

The bookmark that’s telling the truth on Rick Warren via 39 bookmark reps in 6 countries.

Exposing U.S. Culture Warriors at the Creating Change Conference.
Through the dissemination of our Queer Spy Action Toolkit, a 8-page booklet that is downloadable through our website, we are currently reaching new activists with a growing unsettledness around the power of the Religious Right in their home communities. This toolkit offers information on how to do basic and advanced opposition research like financial forensics, what healthy Transnational Solidarity can look like, and how to identify points of vulnerability, and therefore strategic opportunities, among our targets.

Activists with access to our Queer Spy toolkit receive weekly “Try This” action kits which promote collective and independent volunteer-led research. These action kits are accessible to new activists and seasoned organizers alike; however they are also designed to support individual activists who wish to work at their own community’s pace. They are also designed to be shared widely on social media.

Youth and students comprised a particular contingent within our mobilized membership base. Our relationships with academic institutions like divinity schools and Christian colleges have yielded connections to young people who are predisposed to lead research and activism in their communities. We trained 35 student activists from Vanderbilt Divinity School in Nashville, American Baptist College, Lipscomb University, and Biola University.

In virtual organizing space, we have developed a social media infrastructure that boosts our outreach. Over the past 12 months we have accrued a list of 2,096 unique new contacts to this project. Those members and contacts are able to access case statements, testimony from Global South based activists, toolkits, webinars, strategy calls, and Try This! actions they can implement in their community as part of the nationally coordinated KYN efforts.

The website is an enduring asset we are especially excited about; it is a community space rich with resources, messaging, narratives, visuals, toolkits, and opportunities for activism, like the Memo to Marriott that connects our billboards on the ground in Orlando to an action step every ally can take online.

The opposition research toolkit disseminated at the World AIDS Conference, Allied Media Conference, online via our website.

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The Orlando billboards are driving the majority of online traffic to our Memo to Marriott petitioning their leadership to meet with LGBTQI Latinx activists and provide balance to their Right Wing guests.
Upcoming Activities

• Fellowships for divinity school students training to be “Movement First Responders” and build out transnational solidarity networks through the academy with the Global South.

• Use footage from our Love Will Win webinar with gay Ugandan refugees and our Advisory Council member from Rwanda to frame Rick Warren as equally culpable as Scott Lively; use bookmark campaign and billboards to decloak Warren’s PEACE Plan and other Global South interventions.

• Conduct the signature KYN Opposition Research training during the ILGA North America regional conferences in December 2016 and May 2017 (OutGames).

• Work with opposition researchers, many of whom are a part of the GFEF cohort, to develop an Opposition Research network with our Global South members. Our second aim is a program that connects more activist organizations to accessible research and forums for coalition-building. We will convene organizations that are targeting the Right Wing leaders who have the distinction of being our movement’s main opposition in formal human rights spaces like the United Nations and the Organization of American States.

Impact

# of KYN members assisting with research: 11
# of KYN-led workshops: 7
# of in-person workshop participants: 89
# of currently mobilized U.S. activists: 66
# of cities with active participants: 40
# of members: 329
# of contacts: 2,096
# of Global South activist testimonies: 17
# of Twitter impression: 33,266

Dissemination

# of Queer Spy Toolkit free download postcards distributed at World AIDS Conference: 750
# of resources, guides, and toolkits available free for download at kynship.org: 15
# of participants in webinar with gay Ugandan refugees who are now a part of the Pastor Rick Warren campaign: 17
# of people reached through targeted Facebook advertising for Queer Spy Toolkit in Rick Warren PEACE Plan countries: 4,085

Right: We have developed a highly articulated series of visual organizers to make our resources and toolkits accessible and consistent with our brand.
Goal 2: Build working infrastructure and progressive faith-based messaging with Global South partners that destabilizes traditional values messaging and informs U.S.-based solidarity advocacy

Global South Partnerships

The backbone of our practice in transnational solidarity is the KYN Advisory Council. Our Advisory Council is made up of 5 activists with roots, homes, and communities in the Global South (Rwanda, Namibia, Nigeria, Mexico, and Kenya). The Advisory Council meets bi-monthly to strategize about transnational partnership and provide checks and balances to the work of the U.S. based activists doing solidarity work. In addition, we, as KYN staff, are pursuing independent collaborations with each of the members, such as provisioning a train-the-trainers cohort in Kenya with theological resources.

Right leaders in the Global South. We have a partnership with them to document, translate, and elevate stories of LGBTQI people and allies in Uganda, 15 of them to date. We have built goodwill, legitimacy, and precious knowledge from this relationship.

For example, working with the Kuchu Times led us to a connection with Nicholas Opiyo, a lawyer who is working on the ground in Uganda to decloak the machinations of American pastors acting badly abroad.

Because Global South testimonies frame all that we do and inspire our U.S. members to action, we invested significant energy and resources into working with the Kuchu Times, a regional African LGBTQI community news outlet, to gather stories of those who are present to the violent rhetoric of U.S. Christian

Here in the U.S. we worked with a team of gay Ugandan refugees based in Ohio and Stonewall Columbus to boost awareness the fallout of Rick Warren’s misdeeds in Africa and use their stories as yet another platform to train our members. We hosted the Love Will Win Webinar, which in turn became an opportunity for mobilization for the Rick Warren bookmark campaign.
Our partnership with them continues as we raise the creative tension on Warren at speaking engagement and through billboard campaigns. We will also work to integrate them into the U.S. State Department’s Visiting Speakers program and connect them to Soulforce church members, as the team leaders, Roscoe Ssekabira and David Senabulya are keen to speak publicly about Rick Warren and secure a face-to-face meeting with him.

The Love Will Win webinar facilitator’s guide provided to U.S. activists who attended the presentation by gay Ugandan refugees, David and Roscoe who are working from Ohio to highlight Rick Warren’s role in Uganda’s anti-gay culture.

Resources That Cross Borders

Alongside the intense effort to educate and train our U.S. members to ready them for mobilization, ethics and strategy dictated that we also invest in Global South-centered resources and training.

The newest Soulforce theological resource that we developed with our Advisory Council to ensure it is relevant to Global South activists.

As a practice of solidarity and goodwill as well as a strategy for building on-the-ground partnerships, we created and disseminated a theological resource, Breaking Open: Sodom & Gomorrah, that our Advisory Council determined to be the most useful. They were involved in the entire production process and are now acting as our best ambassadors for the resource.

For example, Advisory Council member Solomon Gichira, Director of Pembizo in Kenya), conducted a training-the-trainers for 31 clergy from 14 countries in Africa on LGBTQI issues. Breaking Open: Sodom & Gomorrah was the centerpiece of that training, and we have since provisioned those trainers with 300 hard copies of the booklet so they may continue the work in their home countries.

With an eye towards future Latin American work, and the emerging news about U.S. culture war exportation to Bolivia, Belize, Cuba, and other places, we have also begun documenting testimonies from Latin American activists about conversion therapy, among

Facilitator’s Guide

“LOVE WILL WIN”
THE LGBTQ REFUGEE EXPERIENCE

It all started when I was invited as a representative of my church to attend a leadership training seminar at Kiruhura Community Church (Reform in Uganda) and heard American pastor Rick Warren, author of The Purpose-Driven Life.

We decided to design a booklet conocerance to this.

With an eye towards future Latin American work, and the emerging news about U.S. culture war exportation to Bolivia, Belize, Cuba, and other places, we have also begun documenting testimonies from Latin American activists about conversion therapy, among...
He strategically trained 2 participants per country from 11 countries and 3 participants from 3 countries. They are all ordained ministers serving within their churches, with representation from Presbyterian, Methodist, Anglican, Salvation Army, Reformed, Catholic and Pentecostal doctrines of the Christian faith.

Here are some of their reflections:

“Amazingly Insightful!” - Rev. Sivile Lembe of the United Church of Zambia

“Timely for the Conversation we need to have in Africa.” - Bishop Lawson Godson of the Methodist Church in Togo

“Unusual Revelation.” - Rev. Dr. Felicidade Chirinda, Presbyterian Church in Mozambique.

“It easily communicates the message we have been struggling to bring through.” - Pastor David Ochara of the Cosmopolitan Affirming Church, Kenya.


Another Advisory Council member, Jide Macaulay from Nigeria, traveled to Uganda and South Africa in June to provide trainings to group of 10 to 15 LGBTQI people of faith, hand out take home resources, and perform as grand marshal of the Ugandan Pride parade, which was cut short by police violence.

We conducted additional dissemination of this life-giving resource at the World AIDS Conference Interfaith Networking Zone and online via Facebook. For the latter, we targeted our ads in the 18 countries where Rick Warren is rolling out his PEACE Plan and ultimately reached 25,385 people across 6 continents.

Throughout the year, our research about the geographic and infrastructural expansion of our targets, particularly the National Religious Broadcasters and Rick Warren, crystallized the need to build an advance base for future Latin American-focused solidarity work. We have always been aware of this impending need; we are well positioned to pursue this work with staff who have roots in the Caribbean and Latin America as well as Spanish-language skills.
In June 2016 we sent two Soulforce staff members to the General Assembly of the Organization of American States for several reasons: assess the impact of U.S. culture warriors in that human rights space (significant), identify partners for developing a queer activist’s guide to navigating religion at the OAS, and assess whether our theological resources could be useful for our Latin American colleagues (yes).

To cement those Latin American relationships we have done two things, one that is full of light and creativity and one that is about hard skills and best practices. On the first count, our Latin American colleagues are currently voting on which stickers we should produce. Slight though it may seem, it’s a strategic back-and-forth consultation to verify where we have built viable inroads. The latter is a Spanish-language consultation with our colleagues on a guide for consulates and embassies on how to work with religious leaders and institutions on LGBTQI and SRHR issues in the Global South. This is part of a larger, multi-lingual initiative Soulforce is aggregating and editing through our networks in ILGA and the Global Interfaith Network.

The final resource-based collaboration that is evidence of genuine Global South solidarity and right relationship is a theological resource on SRHR issues. After conducting a literature review in July with Chantal UMUHOZA, an Advisory Council member, we have pinpointed the need for an accessible, youth-inclusive booklet that addresses sexual and reproductive health and rights with Christian theology and messaging that is grounded in Global South perspectives on gender, family, and sex. This will be a forthcoming project over the next year.

We will continue to rely on our website and our growing community as a place for activists with qualms about a traveling U.S. culture warrior to take their grievances so that our U.S. base can take action.
Impact

# of Global South Advisory Council members: 5
# of Advisory Council member-led projects: 3
# of Global South activist testimonials: 17
# of participants in Love Will Win webinar: 17
# of Global South contributors to toolkit for consulates and embassies: 15

Dissemination

# of African clergy trained in queer theology from a Global South perspective: 31
# of KYN Advisory Council member-led workshops: 3 with 51 attendees
# of Breaking Open: Sodom & Gomorrah downloads: 201 from 9 countries including the US, The Philippines, Ghana, Australia, Spain, Canada, South Africa, and Brazil.
# of free download postcards for Breaking Open: Sodom & Gomorrah passed out at World AIDS Conference: 1,500
# of free download coupons for the Queer Spy Toolkit passed out at the World AIDS Conference: 750
# of Global South people reached through Facebook advertising for Breaking Open: Sodom and Gomorrah: 25,385

Upcoming Activities

• Continue working with Kuchu Times on gathering and disseminating stories from across Uganda, using those stories as the backbone for a Rick Warren billboard campaign.

• Follow up on relationships with organizers in Latin America and the Caribbean gained through our attendance of the Organization of American States; develop a bilingual queer activist’s guide to navigating religion at the OAS.

• Partner with Latin American and Caribbean activists at several workshops and panels at the OutGames, with a particular focus on how to take back human rights spaces from the U.S. culture warriors who have so adeptly co-opted the United Nations, OAS, and Commonwealth of Nations.

• Present on queer theology, opposition research, and church engagement in Latin America via the U.S. State Department’s Visiting Speakers program.

• Continue nurturing working relationships with human rights lawyers like Monica T abengwa (Botswana) and Sibongile Ndashe (South Africa) to bolster our on-the-ground data and provide an outlet for Global South needs, like holding Steven Anderson accountable.

• Work with American Jewish World Service to boost national coverage of sign-on letter for U.S. clergy proclaiming “not in my name” with respect to U.S. culture warriors traveling through the Global South, to be used as a tool for U.S. diplomats abroad.

• Contribute best practices, instructions, and lessons learned from 15 Global South activists to U.S. State Department-sponsored toolkit for embassies and consulates on how to engage religious leaders and institutions on LGBTQI issues.
Goal 3: Research through praxis the tactics that weaken the relationships between Christian Right Wing broadcasters and their financial stakeholders.

Rick Warren Campaign

Bridging Soulforce’s campus and communications work and Political Research Associates’ continued surveillance of Rick Warren’s dominionist agenda, our campaign works to call attention to Warren’s involvement in political acts that serve to harm LGBTQI people both in the U.S. and abroad. The goals are to disrupt book sales of Warren’s most recent publications, to change the narrative of Rick Warren’s seemingly innocuous global ministries, and to empower activists in the US to understand the relationship between financial stakeholders and Right Wing broadcasters.

This campaign began with the volunteer-led placement of bookmarks that decry Warren’s involvement in the design of the 2012 “Kill the Gays” bill in Uganda with Pastor Scott Lively. Through our membership, newsletters, social media, and organizational networks, we mobilized 39 people in 20 U.S. states and 6 countries to participate. They are currently disseminating at least 500 bookmarks inside Warren’s books.

Upcoming Activities

- Release a resource that trains local activists organize their own “Amazon-bombs” with critical reviews on online vendor sites; lead a national action at the release of Rick Warren’s newest book The Hope You Need to drive down sales and promote a narrative that centers LGBTQI people in the Global South.

- Intervene Saddleback church communities with the help of Soulforce’s large state-based membership in California; target businesses that partner with Warren’s 11 satellite churches across the state.

- Continue to work alongside our U.S. colleagues and Rwandan and Ugandan activists to create a series of videos to narrate a billboard campaign that seeks to indict Warren alongside Lively in the court of public opinion.

Mock-up of billboard that links Warren to Lively’s crimes against humanity.

“I’d never done anything like that before. It felt adventurous, in a 13-year-old sort of way. There are lots of people who support this kind of evangelism, and we really need to get to them. I just have to do what I can do. We’re all responsible for each other together in this world.”

-Fran Porter, KYN volunteer in Orlando
Defund the 700 Club

We selected the 700 Club, and by extension Pat Robertson and the Christian Broadcasting Network, for their ubiquity (it is the longest running TV show in history, it reach 96% of homes in the U.S.), geographic reach (39 languages and 38 countries), and anti-LGBTQI rhetoric.

KYN took two approaches to this target. The first was calling on corporations that are listed as matching grant partners for the Christian Broadcasting Network to formally withdraw their participation from that funding stream. The second approach was addressing local advertisers that air during the 700 Club to relocate their ad slots.

In the first tactic, we challenged 13 companies, from Nike to Ben & Jerry’s, that are known for being a good place to work for LGBTQI people with the request to divest from the matching grant program. One company to date has taken action to remove themselves from the list: Ecolab in St. Paul, MN.

For the the second tactic, we mobilized 15 people in 12 cities to monitor the advertisers who profit from sharing The 700 Club’s time slot. The list of businesses include Nutrisystem, local law firms, and a pool business.

Upcoming Activities

- The matching grant challenge has proven a viable model that merits a comprehensive investment, using social media advertising to curry allyship with these businesses and highlight our wins in a way that publicly undermines Pat Robertson’s empire.

- We have proven that the letter-writing campaign model works in terms of generating local participation in nationally coordinated actions. Major public wins, though, will require continued escalation which in turn requires additional training and investment in our members’ bravery to push the advertisers to divestment. KYN has built the crew of organizers who are ready for that process.

CBN’s “analysis” of the success of Right Wing anti-LGBTQI and anti-SRHR work.
Disrupting the National Religious Broadcasters

National Religious Broadcasters (NRB) is a global Christian communications network with over 1,400 member broadcasters, from rural outposts to global media empires that run stations in dozens of countries and broadcast in 230 languages. NRB is the market leader in conservative Christian telecommunications in the U.S., Africa, and Latin America, and a systematic purveyor of destruction in the lives of LGBTQI people, women, and people of color with a near-monopoly hold on the microphone.

Soulforce and the NRB are not unfamiliar with each other. We were the first and last queer organization to be invited to speak at their annual convention of Christian communicators. Because of our members’ handles on fundamentalist language and communication, we find ourselves ready to engage with Christian communicators from both systemic and interpersonal interventions.

In 2015 we reached out to a team of Soulforce volunteers in Nashville, TN, where the NRB convention would be held and galvanized them for this event. Our volunteers and KYN staff organized a group of 25 people in Nashville to participate in a three-day training on U.S. culture wars an action to disrupt Rick Warren’s harmful rhetoric, in particular, at the NRB conference.

We involved two local churches, three local universities, and an LGBTQ community group. Our members disrupted Rick Warren’s evening service with chants and banners and held a prayer vigil with 25 activists led by a faith leader in the busy convention lobby to pray for the NRB and the blood on their hands. We engaged with 3 executive level directors of the NRB, and passed out 40 fliers with our position to conference goers before we were escorted off the premises.

Join Soulforce in telling the NRB that the spiritual violence killing our LGBT family must stop.

“Church as Direct Action” flyer used to recruit for the NRB action in February.

Kiss-in as direct action at the Opryland Marriott, reported in the Advocate.
In targeting financial stakeholders, we also learned that a top-level executive from Facebook would be attending the NRB convention as an all-conference speaker for the third year in a row.

Between January and March 2016, we organized a petition to demand that Facebook drop their formal support of the NRB by refusing to attend the convention. We received 1,309 signatories by disseminating the petition in press releases, social media, and the Creating Change conference.

Upcoming Activities

- We are already working to articulate the relationship between NRB and prominent reparative therapy centers and counselors globally (see Global South Claps Back: César’s Story). Our goal is to ground non-promotion of conversion therapy as an “ask” we can make of NRB members.

- National Religious Broadcasters is hosting their 2017 global annual convention in Orlando, FL, 5 miles away from the site of the Pulse Massacre of June 2016. We will continue to pressure NRB through their relationship with Marriott with billboards, interventions with individual members, and disruptions on site. We are collaborating with local organizations and national partners like the LGBT Taskforce to design our action next February, such as bringing the living altar from the Creating Change Conference to the lobby of the World Marriott Orlando.

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- We will follow up with Facebook in the coming months to ensure that they will not be sending a representative to the NRB 2017 convention.

Left: A coalition of Nashville activists disrupt Rick Warren’s keynote speech and host a prayer service in the NRB Conference lobby.
Our first area of research was the landscape of financial stakeholders of the National Religious Broadcasters, which held their annual global conference for its 1400+ members at the Opryland Marriott hotel in Nashville.

We learned that Marriott Hotels plays host to a significant number of Right Wing events while, dissonantly so, also being the most LGBTQI-friendly hotel company in the US. After the February 2016 action in Nashville to disrupt the National Religious Broadcasters conference, we have kept up the pressure.

KYN staff remain in monthly talks with the Director of Marriott’s #LoveTravels campaign that courts LGBTQI customers. All cautions taken, he has proven to be a valuable sounding board for our continued activism and an entrypoint for securing positive action from the company.

The NRB will be hosting their next annual global conference at the Marriott World Orlando in February 2017, which of course pricks our sensibility as Orlando’s Pulse Nightclub massacre is still fresh on our minds and spirits.

After speaking with the Task Force, the Orlando Youth Alliance, and Equality Florida, we launched a three-pronged campaign to increase the creative tension for senior management at Marriott. We are currently running a “Memo to Marriott” sign-on initiative via our website and three billboards on the highways in Orlando that lead to the hotel.

Using our member base and Facebook advertising, we currently have 57 signers. Fifty percent of site visits are from the Orlando area thanks to these billboards, which in turn will form the organizing base when we again protest at the NRB conference next February.

Our second tactic is a weekly social media meme highlighting the hateful stances of their “preferred” Right Wing guests. And the final tactic is a set of 3 billboards on the well-trafficked highways leading to the Marriott World Hotel in Orlando.

Upcoming Activities

• We will continue our monthly meetings with the #LoveTravels Director to draw out pro-active support from the Marriott. Our demands include publishing anti-LGBTQI conference schedules on their LGBTQI travel site and additional support for Latinx youth in Florida and Puerto Rico.
Goal 3 Roundup

Impact

- # of national actions: 5
- # of activities that took place during actions: 13
- # of businesses compelled to solidarity: 2
- % of Marriott campaign webpage visits from Orlando: 50%
- # of meetings with Marriott leadership: 4
- # of active participants in actions: 137
- # of Facebook petition signatures: 1,309
- # of Marriott Memo signatures: 57

Dissemination

- # of Queer Spy Toolkit downloads: 41
- # of national news pieces: 3
- # of press releases: 4
- # of Twitter connections: 33,266 impressions and 89 new followers
- # of Facebook interactions: 8,300 connections, 623 engagements (likes, shares, comments, and clicks) and 246 new followers
- # of leaders in the Rick Warren bookmark campaign: 39 leaders in 20 states and 6 countries
- # of volunteers monitoring The 700 Club in their hometowns: 15 leaders in 8 states and 3 countries
- # of students at divinity school and Christian colleges who are trained in the KYN framework and methodology: 35

Upcoming Activities

- We have heard from our Advisory Council and the Global South-based Know Your Neighbors members that they are seeking creative interventions similar to the ones that we have piloted here in the U.S. Participants from 7 different countries have joined our Try This actions and downloaded the Queer Spy Toolkit. We will continue to be in relationship with Global South activists, disseminate the Queer Spy Toolkit, and provide training and convening power in international forums including ILGA, the Global Interfaith Network, the U.S. State Department, and the OutGames.

Right: Our Culture Wars Infographic we use to recruit activists and inspire them to transnational solidarity.
Budget Narrative & Lessons Learned

Soulforce is excited about the results from our pilot year of the Know Your Neighbors program. While many of the tactics, frameworks, targets, and styling were familiar to us, KYN also required us to build a new organizational partnership with Political Research Associates, train in new staff, and develop new communication and structures to hold our mostly new community of activists.

Those inherent challenges and opportunities naturally influenced the budget. The majority of the cost was dedicated to staff time ($60,623), as our strategies were premised on recruiting, training, mobilizing, and emboldening everyday activists, which is a labor intensive practice. But that is an investment in our longevity by cultivating sophisticated understandings of transnational solidarity among a dedicated crew.

Equally demanding on labor is the work of developing genuine Global South relationships that legitimize and shape all of our work. These efforts yielded perhaps our best work product: meaningful partnerships with Global South activists that open the door to more on-the-ground and diasporic work that contains actions both in the U.S. and in Global South countries.

The second largest expense was supplies for outreach, training, and actions at $5,496, and following that was travel at $4,962, which allowed for staff meetings, workshops, attending conferences, and mobilizing activists across the country.

Most categories came in under budget for two reasons: 1) we learned that online mobilization was a viable methodology for several of our tactics, and 2) we learned that launching a campaign that has the capacity to take on momentum requires an intricate world built around it: case statements, testimonies, organizing guides, vibrant social media streams, brand visuals, and materials. That development, which was akin to a light start-up, was a significant precursor to action-well worth the investment, as we now have a strong foundation from which to organize for years to come.
KYNship