

# “Gay? Fine by Me” T-Shirt Campaign

## **I. Type of Event:**

A campus wide t-shirt campaign to promote and support anti-homophobia.

## **II. Date of Event:**

T-shirts will be handed out from Monday, October 23<sup>rd</sup> to Friday, October 27<sup>th</sup>.  
On that Friday, during lunch time, members of the Lafayette Community will come together on the quad wearing their t-shirts for a picture and short speak out.

## **II. Location:**

T-shirts will be handed out at lunch, meetings, and then on Friday, we will all come together on the quad at lunch time.

## **Summary:**

QuEST will be inviting the entire Lafayette community to participate in a campaign to promote awareness and acceptance of the GLBT community on campus. The campaign is called “Gay? Fine By Me,” and it is a campus wide t-shirt project organized by QuEST to recognize the unity and support that we have as a gay/straight alliance. Initially, the t-shirt campaign began at Duke University in 2003. Students were tired of being considered a homophobic campus. In order to change that perception, a group decided to organize a visual display of anti-homophobia through t-shirts, which were handed out to the community at large. After the short period on ten days, 2,000 members of the Duke community were wearing the message that GLBT community is accepted on their campus.

Here at Lafayette, we would like to see the same enthusiasm and support. As many other colleges have already brought the “Gay? Fine By Me” campaign to their campuses, QuEST thinks that it is time Lafayette be involved.

QuEST will begin passing out the t-shirts on Monday, October 23rd. We'll distribute them at meetings, to clubs, fraternities, sororities, offices, departments, and anyone who would like to show their acceptance. We are asking everyone who would like to support the mission to please wear their t-shirt on Friday October 27<sup>th</sup>. At 12:15 that day, we plan to come together for a picture and speak out about acceptance here.

Afterwards, if people would like, there will be a Brown-Bag .

We are predominantly asking for your moral and physical support, but also for financial donations from groups that decide to participate.

**Budget:**

Overall, 500 t-shirts will cost \$2400. Since we are buying the t-shirts from the official “Gay? Fine by Me” campaign, a non-profit organization, the price is fixed and we cannot look for t-shirts anywhere else. QuEST is asking for \$500 from LINC as a contribution to this project. The following groups are offering monetary support and/or participation in this activity.

QuEST	\$1000
Student Council	\$700
Counseling Center	\$100
W.O.R.D.S	\$50
Amnesty International	\$25
Association of Lafayette Feminists	\$25
Delta Delta Delta	\$25
English Department	\$25
Office of President Weiss	
Students for Social Justice	
Department of Geology and Environmental Geosciences	

## **Marketing Plan:**

- I. Flyers are being made and will be put up and distributed around campus on Monday, October 16<sup>th</sup>. As people pick up their t-shirts, a different flyer will be attached reminding them to attend the picture and speak out on the quad at 12:15 on October 27, 2006.
- II. A banner has been made and will be hung up in the Farinon Atrium on Monday, October 16<sup>th</sup>, informing people about the campaign, where and when they can pick up t-shirts, and about Friday's quad gathering.
- III. An email has been sent to department heads, offices, and organizations asking for physical support by wearing the t-shirts.
- IV. Members of QuEST have been attending other organizations' meetings and classes spreading awareness about the campaign.