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**United For Marriage:** *Light the way to justice!*

**www.unitedformarriage.org**

Promotional Packet for Coalition Partners

On behalf of the **United For Marriage** Coalition, thank you for agreeing to promote the **United For Marriage Rally** on March 26th and 27th and local **United For Marriage:** *Light the way to justice!* events to your members.

Included in this packet is guidance on marriage equality messaging, an email you can cut and paste to send to your members and suggested social media language for your convenience.

Every organization has a unique voice – so feel free to tailor this message to your audience. We only ask that you include both the **United For Marriage Rally** and the **United For Marriage:** *Light the way to justice!* events in your email. You may copy the text exactly or adjust to fit your needs – but remember that this is at its core an issue of fairness, love, and commitment.

The areas in blue are for hyperlinks – which are included in the copy as well.

We’ll use the hashtag **#Time4Marriage** on twitter and instagram.

We’re asking all Rally attendees in Washington, DC to wear red on March 26th

**Copy for your organizational email list**

**Subject Line: Rally for Marriage Equality at the Supreme Court, March 26th & 27th!**

**Body Text:**

Dear (Name),

This is a critical moment for the freedom to marry.

As I’m sure you know, on March 26 and 27, the Supreme Court will hear oral arguments on two cases related to marriage equality. Both cases are about whether same sex couples should have the same freedoms as everyone else.

It is time for our nation's highest court to ensure that same sex couples are treated fairly under the law – **and we need you to help make that happen.**

Right now a number of Lesbian, Gay, Bisexual and Transgender (LGBT) and allied groups, grassroots leaders, and families are organizing events all over the country and right outside the Supreme Court. Together we will show the nation that we believe that all Americans deserve to be treated fairly and equally under the law – no matter who they love.

Can we count you in? There are two ways you can get involved:

**Come rally with us outside the Supreme Court in Washington, DC on March 26th and 27th:**[**http://bit.ly/UnitedForMarriageRally**](http://bit.ly/UnitedForMarriageRally)

**Join or organize a community event in your area:** [**http://bit.ly/UnitedForMarriageLocalEvents**](http://bit.ly/UnitedForMarriageLocalEvents)

The best thing we can do in this critical moment is to show that Americans everywhere, of all creeds and backgrounds, strongly support the freedom to marry – and we need you to help make that happen.

We know it’s not possible for everyone to come to DC, which is why there are over 60 events being organized right now around the country – right in your back yard. Every event moves us one step closer to equality.

For those of us who can come to DC, we will stand outside the Court and show the nation freedom means freedom for all, including same sex couples.

The nation is ready. Can we count on you?

**Yes, I will come to Washington, DC wearing red on March 26th and 27th:** [**http://bit.ly/UnitedForMarriageRally**](http://bit.ly/UnitedForMarriageRally)

**Yes, I will join or organize a community event in my area:**

[**http://bit.ly/UnitedForMarriageLocalEvents**](http://bit.ly/UnitedForMarriageLocalEvents)

Together we can make history.

[Name]

[Your organization]

**Social Media Suggestions**

**Twitter:**

Show your support for marriage equality at the United for Marriage Rally in front of #SCOTUS Mar. 26-27. <http://bit.ly/time4marriage> #time4marriage

It’s #time4marriage equality! Join the United for Marriage Rally during the Supreme Court marriage arguments: <http://bit.ly/time4marriage> #LGBT

Retweet if you plan to stand #UnitedforMarriage at the Supreme Court Mar 26-27: <http://bit.ly/time4marriage> #lgbt #scotus

Can’t come to DC for the #prop8 & #DOMA cases? Create or join an event in your community: <http://bit.ly/time4marriage> #time4marriage

**Facebook:**

Share this status if you plan to show your support for loving and committed same-sex couples in front of the Supreme Court Mar 26-27 at the United for Marriage Rally: <http://bit.ly/time4marriage>

Click here to learn about events happening across the country during the Supreme Court hearings on marriage equality: <http://bit.ly/time4marriage> You can also learn how to organize an event in your own community!

**Marriage Equality Messaging & Talking Points**

A bipartisan majority of Americans recognize the ability to marry the person you love is a Constitutional right. But we can’t stop there. Conversations with our family, friends, and neighbors need to continue.  Below are some helpful tips on how to speak about what this issue is really about: freedom and treating everyone equally under the law.

* Loving, committed, gay and lesbian couples want to marry for the same reasons as straight couples: to share their hopes and dreams, be there for one another in good times and bad, and find that special someone to grow old with.
* In America, freedom means freedom for everyone—including our gay and lesbian family members, friends, co-workers, and neighbors.
* One of our most basic American values is to treat others the way we’d want to be treated—and no one would want to be told who they can or can’t marry.
* That’s why there’s growing bipartisan support for marriage equality – 75 percent of voters say the freedom to marry the person you love is a Constitutional right entitled to all Americans.
* Next month, the U.S. Supreme Court will consider two cases that are fundamentally about whether gay and lesbian Americans should have the same freedoms as everyone else. The nation is ready for marriage equality.
* You can lend your voice to the rising tide of those speaking out in favor of marriage equality. Get involved in an event in your own community or see how you can participate in Washington, D.C. during the March 26-27 Supreme Court hearings by visiting [www.unitedformarriage.org](http://www.unitedformarriage.org).