

HUMAN RIGHTS CAMPAIGN®

# MARRIAGE AT THE U.S. SUPREME COURT:

## A Transformative Moment for Equality

In the weeks before two landmark marriage equality cases reached the United States Supreme Court, the Human Rights Campaign—in partnership with dozens of other pro-equality organizations—launched groundbreaking coalition efforts to lift up the nationwide conversation around marriage.

The results exceeded our highest hopes. Hundreds of prominent American companies, 130 leading Republicans, and President Barack Obama each filed historic amicus briefs to the Court in support of equal marriage. Five U.S. Senators announced their support for marriage equality in a 72-hour period. Thousands gathered outside the U.S. Supreme Court in support of equal justice under the law. And a simple red HRC logo took over Facebook, quadrupled traffic to HRC.org, and came to symbolize a transformative moment for equality.



### HERE'S WHAT WE DID AND HOW WE DID IT.



## PRIORITY: LAUNCH UNPRECEDENTED COALITIONS WITH OUR PEER ORGANIZATIONS AND LEGAL ADVOCATES

After the Supreme Court announced it would hear the two cases in December 2012, HRC took immediate steps to engage with our peer organizations to drive a historic national conversation around marriage to new heights.

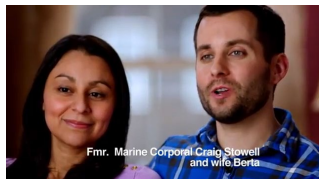
- HRC co-chaired the **Respect for Marriage Coalition (RMC)** with Freedom to Marry.
  - Bringing together dozens of pro-equality organizations and the legal groups leading the two cases, the RMC presented a united front as marriage equality reached the high court.



- The Respect for Marriage Coalition:
  - launched three national television ads and a print advertising campaign — creating more than 74 million impressions;
  - placed prominent op-eds by everyday Americans burdened by discriminatory laws like Proposition 8 and the Defense of Marriage Act;
  - coordinated with legal teams to secure mainstream media coverage of the filing of historic pro-equality amicus briefs by major corporations, prominent Republicans, and the White House.



- HRC headquarters served as the war room and coordinating hub.



## UnitedforMarriage

*Light the Way to Justice*

- HRC helped establish the **United for Marriage (UFM)** coalition to plan and execute visibility events outside the Court on the two days of oral argument and in all 50 states across the country.
  - UFM was led by HRC, the National Gay and Lesbian Task Force, GetEqual and the Family Equality Council, and HRC helped recruit an additional 170 diverse organizations representing community and civil rights sectors — including labor, religious, Asian and Pacific Islander, Latino, African-American, LGBT, and women's groups.
  - HRC dedicated 10 full-time staff to the effort and, on the two days of arguments, they were joined by 41 HRC staff to support the events.
  - HRC trained and deployed more than 100 volunteer “marriage marshals,” trained in conflict de-escalation techniques to help guarantee peaceful and welcoming events.
  - Representing the deep and diverse bipartisan support for marriage equality, the crowd outside the Court totaled nearly **6,000** people over two days.
  - The events were carried live on C-SPAN, cut to throughout the day by national television news, and the coalition's hashtag — #UnitedforMarriage — trended nationally on Twitter.

**#UNITEDFORMARRIAGE  
TRENDED NATIONALLY ON TWITTER**

**2 DAYS**

**170**  
ORGANIZATIONS

**100+**  
VOLUNTEERS

**50**  
SPEAKERS





## PRIORITY: CREATE A NATIONAL DRUMBEAT FOR EQUALITY

- In the week before the Supreme Court heard the two cases, HRC released a video from former Secretary of State Hillary Clinton announcing her support for marriage equality.
  - The video has attracted well over 300,000 views on HRC's YouTube channel, and was seen by 24 million on national and local news.
  - The video drove national news for the day, appearing nationwide on NBC, CBS, ABC, CNN, MSNBC, and Fox News and was covered on local broadcasts in 44 states.**

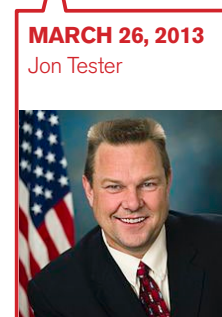
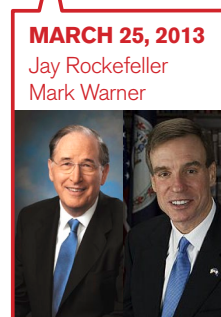
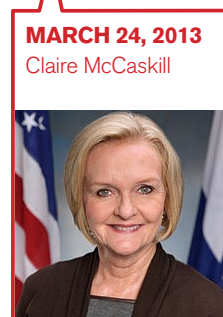
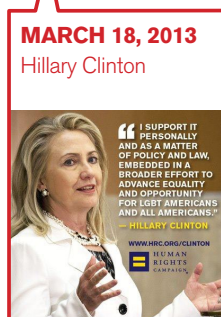


**24,000,000 VIEWS**

**6 NETWORKS**

**44 STATES**

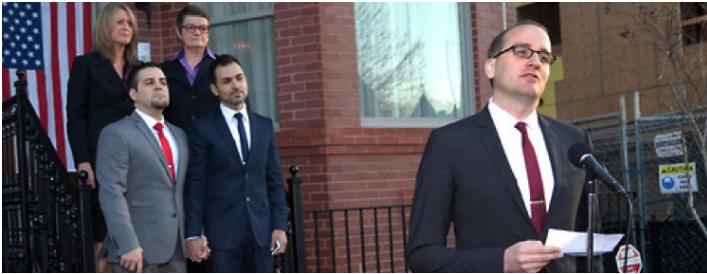
- The days before the hearings provided many political leaders and organizations an opportunity to announce their support for marriage equality.
  - After Republican Senator Rob Portman of Ohio kicked off the wave on March 15th, HRC launched national and Ohio-based campaigns urging our members and supporters to thank him for his courage and bipartisanship.
  - And when **five Democratic Senators publicly embraced marriage equality over the course of a 72-hour period**, HRC captured the excitement of the moment with shareable images on Facebook and blog posts that created millions of impressions.



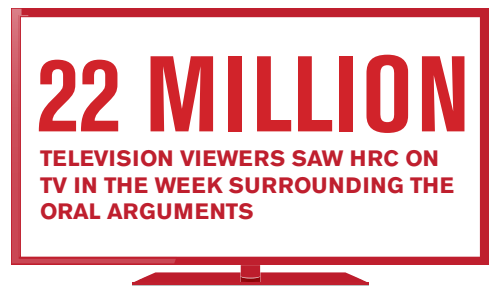


## PRIORITY: MAKE AVAILABLE HRC'S LEADERSHIP AND EXPERT STAFF AS NATIONAL MEDIA NAVIGATES HISTORIC MOMENTS FOR MARRIAGE EQUALITY

- On the Saturday before oral arguments in *Hollingsworth v. Perry* – the case challenging California's Proposition 8 – HRC President and longtime leader of the *Perry* case Chad Griffin appeared with the *Perry* plaintiffs at the HRC Los Angeles dinner to celebrate California communities that helped launch the case four years before.



- But that wasn't the only appearance by HRC leadership made during the incredibly newsworthy few days at the Supreme Court.
  - Over the past week, Griffin has appeared on national television news more than a dozen times, and HRC's VP of Communications and Marketing, Communications Director, Marketing Director, Special Projects Director and Legal Director have appeared nationally in digital, television and print media.



## PRIORITY: HIGHLIGHT HRC'S 1.5 MILLION MEMBERS AND SUPPORTERS AS MAJOR LEADERS IN THIS FIGHT



On Monday, March 25th, we posted a red-tinted version of HRC's iconic blue and yellow logo to the HRC Facebook page. In the post, we urged our supporters to make the image their profile photo and to wear red clothing in support of loving gay and lesbian couples during the two days of oral arguments.

- That first post drew 19,000 likes and 71,000 shares, and it spawned a viral Internet phenomenon.
- By the time thousands were gathering outside the Supreme Court the next morning, the image had created upwards of 10 million impressions in all 50 states and around the world, and millions of Facebook users from Mississippi to Norway had changed their profile picture to HRC's image.
- Facebook and Twitter feeds across the country were awash in red, and many Americans learned the name "Human Rights Campaign" for the very first time.
- Television news from MSNBC to CNN, and newspapers from the *Wall Street Journal* to *USA Today*, all covered the rapidly-spreading HRC image.
- Everyone from Beyoncé to Senator Al Franken to Bud Light used the image or variations of it to show their support for equality.

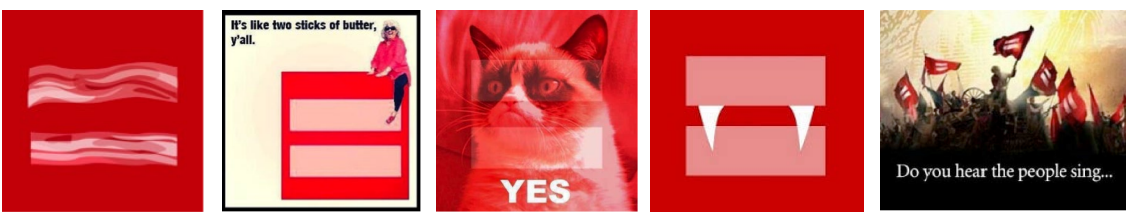
# 189,177 SHARES

# 95,725 LIKES

# HRC'S POSTS APPEARED OVER 18,010,368 TIMES IN PEOPLE'S NEWSFEEDS.



FOR AN EXTENDED LIST OF PROMINENT BRANDS, CELEBRITIES AND POLITICIANS THAT ADOPTED THE RED LOGO, **CLICK HERE.**



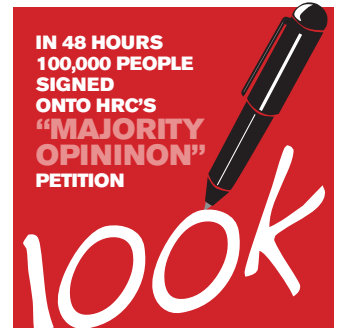
\*And because of creativity like this, we'll never truly know just how many millions used our logo.



## PRIORITY: CHANNELING AN INTERNET SENSATION INTO ACTION

The viral posts on Facebook drew record attention to HRC's work. Nine HRC Facebook posts in a five-day span garnered more than 50 million impressions. And this broad visibility in turn drove record traffic to HRC's website and the resources it provides.

- On Tuesday, March 26th, we smashed our previous traffic record by a factor of four.
  - And more than 700,000 unique visitors came to our website in a 24-hour period.
- 86% of site visitors were new. They learned about our work for the first time, and used HRC resources to take action.
  - In less than 48 hours, more than 100,000 people signed onto HRC's "Majority Opinion" petition—showing that HRC supporters stand with the millions of Americans whose lives are harmed by Prop. 8 and DOMA.
  - The petition was shared over 30,000 times, and we recruited more than 67,000 new supporters to receive email updates about our work.
- HRC shops online and across the country have experienced explosive growth— shattering single day sales records, doubling online same-period sales and attracting new visitors from as far away as Europe and South America—with all proceeds fueling HRC's equality efforts.



**120%**  
MORE PEOPLE CHANGED THEIR PROFILE PICTURE ON TUESDAY COMPARED TO THE PREVIOUS WEEK.

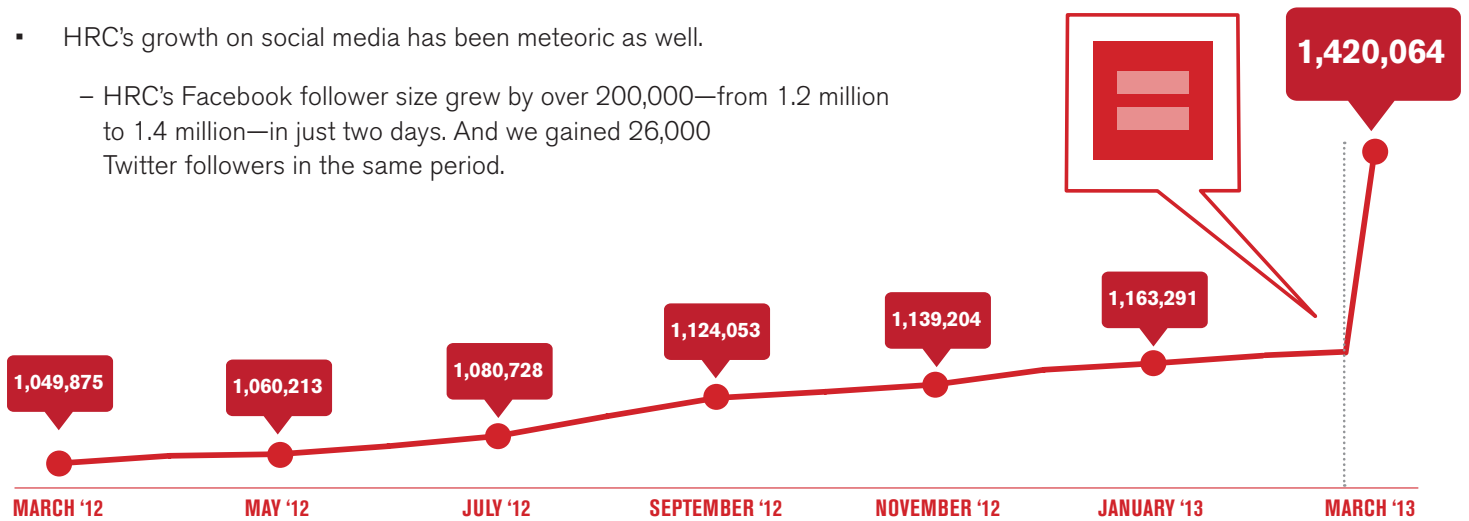
\* Official Facebook Analysis

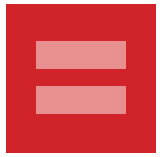


“The best way to convince people that they should care about an issue and get involved in its advocacy isn't to tell people what they should do — **it's to tell them what other people actually do.**”

And you know what will accomplish that? That's right. Everyone on Facebook making their opinions on the issue immediately, graphically, demonstrably obvious.”

- HRC's growth on social media has been meteoric as well.
  - HRC's Facebook follower size grew by over 200,000—from 1.2 million to 1.4 million—in just two days. And we gained 26,000 Twitter followers in the same period.





HUMAN RIGHTS CAMPAIGN®

# THE DAY HISTORY WAS MADE

Leading up to and following the rulings from the U.S. Supreme Court in the DOMA and Prop. 8 cases, the Human Rights Campaign drove the national conversation about marriage equality in the news, online and in the streets.

The millions of modified red version of HRC's iconic logo once again went viral, thanks to innovative, user-friendly apps for mobile, Facebook, Twitter and HRC.org. Hundreds of thousands of social media users interacted with HRC in the hours after the decisions were handed down, thanks to more than a half-dozen image shares that informed and inspired our followers.

HRC spokespeople hit the airwaves throughout the day on June 26 and the days that followed, solidifying HRC's position as the go-to source for news and analysis on LGBT issues.

And as the weekend arrived, HRC was among one of the most visible participants at euphoric pride festivities in San Francisco, New York, and cities both big and small in between.



**IT WAS ONE OF THE MOST HISTORIC MOMENTS IN THE HISTORY OF THE LGBT COMMUNITY, AND HRC WAS, IN A WORD, EVERYWHERE.**



HRC was featured in the following media outlets.



THE HUFFINGTON POST

# The Washington Post

## Victories for gay marriage

COURT CLEARS WAY FOR FEDERAL BENEFITS, RESUMPTION OF SAME-SEX UNIONS IN CALIF.

**THE TAKEAWAY**  
Decisions mark a political sea change



**REACTION**  
From court to court, a day of tears, joy and disappointment



## Mr. Marriage

**H**AVE YOU KEPT up the Clinton White House and on California issues: the campaign to have Alabama's state court to strike down its ban on same-sex marriage. He raised money to elect Barack Obama, and then came Proposition 8. Chad Griffin, political consultant, PR scribe and, usually, head of the Human Rights Campaign, centralized the legal battle to get it blocked out. A week ago his side — ask, to his mind, the American principle of equality — won in the Supreme Court. As the language has morphed from "gay marriage" to "same-sex marriage" to "marriage equality," so has the public's sensibility — and Griffin's skill at anticipating and tapping into it.



**Where were you when the gay marriage ruling came down?**  
I was seated in the Supreme Court with our first Prop 8 plaintiff. Silence is enforced in that courtroom. You can hear a pin-drip.  
First the DOMA decision was read, and then we moved to the Prop 8 ruling. You hung onto each sentence because you think, perhaps the next sentence is going to undermine the previous one. It wasn't until the magistrate reading that the magistrate became clear. You heard the judge give out. All stood in silence again, and we walked out with teary eyes and hands in our pockets. We waited to the front door and began to descend those stairs, and I saw or three steps down, I heard the roar of the thousands who had gathered. It was an incredible moment.

I had a wonderful life, and I have great family and friends, but I know what balls not to walk down, what balls to sit on at the luncheon, because I heard the word "equal."  
"This is serves as the constant reminder of why we fight. This is what you're fighting for in Alabama. It's like a wake at night, feeling potential doom the next day. It's for that young person we are advocating."  
I find it so outrageous that anyone would try to use religion as justification for discrimination. Regardless of what Faith God. Regardless of what you believe. Treat others as you would want to be treated. There I grew up, your life happened in three places: home, school and church. If any one of those were screwed up, you had a really difficult time. Today there's really difficult time. Today there's a young person hours away from school, is bullied at school, sometimes rejected by their own parents. The internet is actually one of the places where a young LGBT person finds acceptance and peer and support groups.

**What accounts for the speed of this?**  
I think it's a combination of things. "Modern Family" (with the DeGrueters, "Will & Grace" creator) Max Mutchnick, David Geffen, Steve Bing, Marilee and John Herwig.  
But that case (The other side) had nothing but outliers and used every tactic. Utterly. Most of those involved in that campaign will probably never resign. It's a historic moment.



The New York Times



AP Associated Press

THE WALL STREET JOURNAL

Chicago Tribune



BuzzFeed

The Miami Herald



NBC NEWS

Los Angeles Times

LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING TRAVEL  
BREAKING PHOTOS VIDEO CRIME OBITUARIES WEATHER TRAFFIC CROSS  
TRENDING NOW • WEDNESDAY • SAME-SEX MARRIAGE | PAULA DEEN | CLERGY ABUSE | AARON  
Premium content. Unique experiences. Exclusive offers.

## Gay rights' goal: nationwide victory



**Group calls for marriage equality in 5 years**  
By David Laster | 10:47 a.m.  
Chad Griffin, president of the Human Rights Campaign, tells a cheering group of supporters outside the Supreme Court.  
Gay marriages to resume in California  
By Anthony York | 10:33 a.m.  
Gov. Brown says all counties must begin issuing marriage licenses to same-sex couples as soon as the stay of an injunction is lifted. [Photo](#)  
• Live updates: Politicians across the nation sing high court's praises  
• Abner: Ruling is a historic step for equal rights

**“This is far from over, I can tell you.”**  
— Law professor John Eastman, who supports the same-sex marriage ban

**Live analysis: Breaking down Prop. 8 decision**  
It's analyzed Douglas Nelsén



Chad Griffin appeared on ABC's This Week, the first time any president of HRC had appeared on a Sunday morning show.



BREAKING NEWS

PROP 8 PLAINTIFFS GET CALL FROM PRESIDENT

POLITICO



EXCLUSIVE SUPREME COURT MAKES HISTORY



THE HOLLYWOOD REPORTER





HRC was one of the most prominent organizations on Twitter through paid and organic Tweets resulting in 652,000 Impressions with a reach of more than 10 million accounts thanks to social sharing. HRC was also one of the first entities on Twitter to utilize a new service to obtain email addresses.



HRC had the top performing page on Facebook with instant news and more than 1,000,000 interactions on Decision Day alone. Our decision day communications had more than 26 million impressions on Facebook.



HRC received hundreds of thousands of unique visitors to HRC.org as well as our campaign Tumblr page, a 300% increase over a normal day.

**NPR Politics cited our Tumblr as "worth following."**



HRC employed a variety of new technologies to reach new audiences and help beat the drum about the court cases leading up to the decisions, including Instagram and other digital applications.



HRC developed two Smartphone apps to encourage individuals to utilize the red logo as part of their social networking profiles. More than 40,000 users downloaded the iPhone and Droid red logo apps.



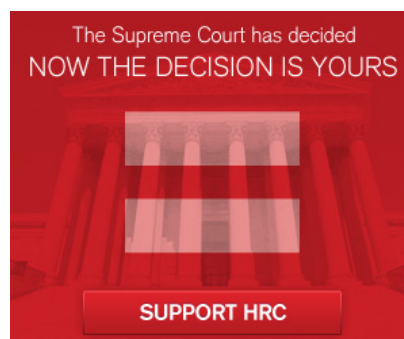
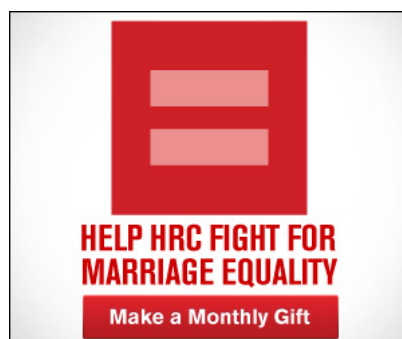
HRC was in constant communication with our membership prior and post decision. Our email messaging included:

- A pivot message with state marriage infographic and the beginning ask to change profile pictures red;
- SCOTUS "What's Next" scenario infographic share message;
- SCOTUS Majority Opinion action, which has generated over 150,000 signatures between March and June;
- Two messages on the red logo apps, which drove over 40,000 people to the web, mobile and FB apps.

Plus, 100,000 Supreme Court Urgent Gram direct mail packages that hit mailboxes within a few days.



HRC also engaged in online advertising for fundraising purposes post the decision.



HRC developed a Facebook and website red logo application resulting in close to 50,000 new users.

Turn your profile photo red to show your support for marriage equality!

Don't worry, you'll get a chance to preview first!

Add to Twitter

Add to Facebook

Our merchandise program exceeded goals on decision day. For example, in San Francisco, the store had an 800 percent increase in sales. Additionally, between June 23 and June 30:

- the online shop saw a 225% increase in sales;
- the retail program also realized a 225% increase in sales.



HRC held two national tele-town halls for our members and supporters to explain the decisions. HRC connected with 30,000 people live to participate in the conversation.



Human Rights Campaign shared a link.  
June 26

The Supreme Court justices just ruled on marriage equality. We're holding a national conference call TOMORROW, Thursday, June 27 at 8:00 p.m. ET/5:00 p.m. PT, where we'll brief you on what's next for the movement and what the decisions could mean for your family and friends.

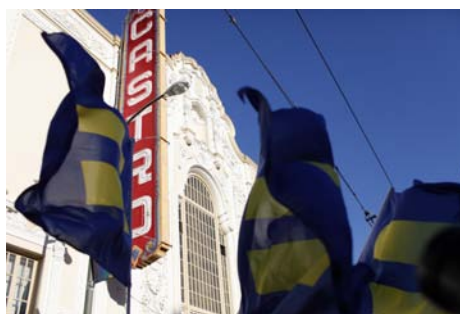
RSVP: <http://bit.ly/12lmsWf>

The Supreme Court justices just ruled on marriage equality  
bit.ly

Register for HRC's What's Next briefing on the news.

Like · Comment · Share 124

HRC deployed branded teams to distribute more than 50,000 pieces of materials at high profile events in New York, Los Angeles and San Francisco. HRC dominated the visuals at the events as well as the news coverage about the rallies.





HUMAN  
RIGHTS  
CAMPAIGN<sup>®</sup>