

LGBTQ+ Advocacy & Crisis-Support Campaign Lookbook

Five exact-match, category-defining domains paired with campaign-ready creative — built for hotlines, advocacy organizations, and Pride-season sponsors who need to own the conversation from the first search.



FIVE BRANDS. ONE SHARED PURPOSE.



FIVE DOMAIN NAMES AVAILABLE FOR ACQUISITION

Futureproof Call-To-Action

Branding Built To Endure



All five domain names featured in this lookbook are for sale. These futureproof platform-level brands can anchor initiatives including a suicide prevention hotline, fundraising, awareness campaigns, and general positioning.

Each is shown with representative campaign creative (billboard, digital out-of-home, and landing-page mockups) to illustrate its competitive edge and resonance in the public.

The featured brands are available for acquisition individually or as a portfolio. Their premium value lies in a distinctive identity and an enduring competitive advantage that compounds across campaigns, seasons, and years.

FOR ACQUISITION INQUIRIES

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Who these brands benefit

Potential acquirers and the initiatives these identities can support.

Crisis-support & mental-health nonprofits

Create a recognizable home for helplines, resource directories, outreach, and donor engagement.

Community centers & youth organizations

Give local services, peer support, family resources, and events a clear, welcoming digital destination.

Foundations & corporate social-impact teams

Anchor sustained grantmaking, employee giving, sponsorships, and community partnerships beyond Pride season.

LGBTQ+ advocacy & civil-rights groups

Unify public education, equality campaigns, community organizing, and fundraising under an enduring identity.

Healthcare & counseling providers

Build a dedicated identity for affirming care, service navigation, educational resources, and community outreach.

Media, education & community platforms

Develop a lasting home for stories, learning resources, directories, and community-led initiatives.

Potential uses are illustrative; no affiliation or endorsement is implied.

PRIDE IN PUBLIC.

Visibility. Connection. Belonging.

A collection of ten LGBTQ+ advertising concepts.



THE COLLECTION

Five digital identities. Ten creative executions.
A visual study in support, visibility, and community.

06 **Visibility after dark**

PrideHotline.com / BILLBOARD

07 **Keep support alive**

PrideHotline.com / DONATION PAGE

08 **A brighter tomorrow**

PrideHotline.com / DONATION PAGE

09 **Support into action**

PrideHotline.com / DONATION PAGE

10 **A place to feel seen**

GenderPride.com / BILLBOARD

11 **You belong here**

PrideHotline.com / BILLBOARD

12 **Need support today?**

PrideHotline.com / CAMPAIGN POSTER

13 **We're here for you**

LGBTQ.Support / BILLBOARD

14 **A statement of pride**

GaysMatter.com / STREET DISPLAY

15 **A brighter tomorrow, together**

SupportGays.com / CAMPAIGN POSTER

Presented as creative concepts; original artwork and embedded copy are reproduced as supplied.

Visibility after dark

06 / PrideHotline.com / BILLBOARD



Keep support alive

PrideHotline.com



THE
TREVOR
PROJECT

For Young LGBTQ+ Lives

SAFE • SUPPORTED • ALWAYS HERE

Help Keep PrideHotline.com Alive for Every LGBTQ+ Young Person

Your donation helps The Trevor Project provide 24/7, free and confidential support to LGBTQ+ young people — because every conversation can save a life.



**Brighter
tomorrows
are possible.**

Make a Donation

Fuel 24/7 support, for a brighter tomorrow.

\$25 HELPS ANSWER MORE CONVERSATIONS	\$50 SUPPORTS TRAINED COUNSELORS	\$100 EXPANDS RESOURCES FOR LGBTQ+ YOUTH	\$250 CREATES A SAFER, BRIGHTER FUTURE	Other GIVE WHAT YOU CAN
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[Donate Now →](#)

Your donation is secure and makes an immediate impact.



24/7 Support
Text, chat, or call
at [PrideHotline.com](#)



Trained Counselors
Compassionate, affirming,
LGBTQ+ specialized support



Real Impact
You help save young lives
and build a brighter, more
inclusive world



THE
TREVOR
PROJECT

For Young LGBTQ+ Lives

**A kinder, brighter future
is possible — with your support.**

[PrideHotline.com](#)

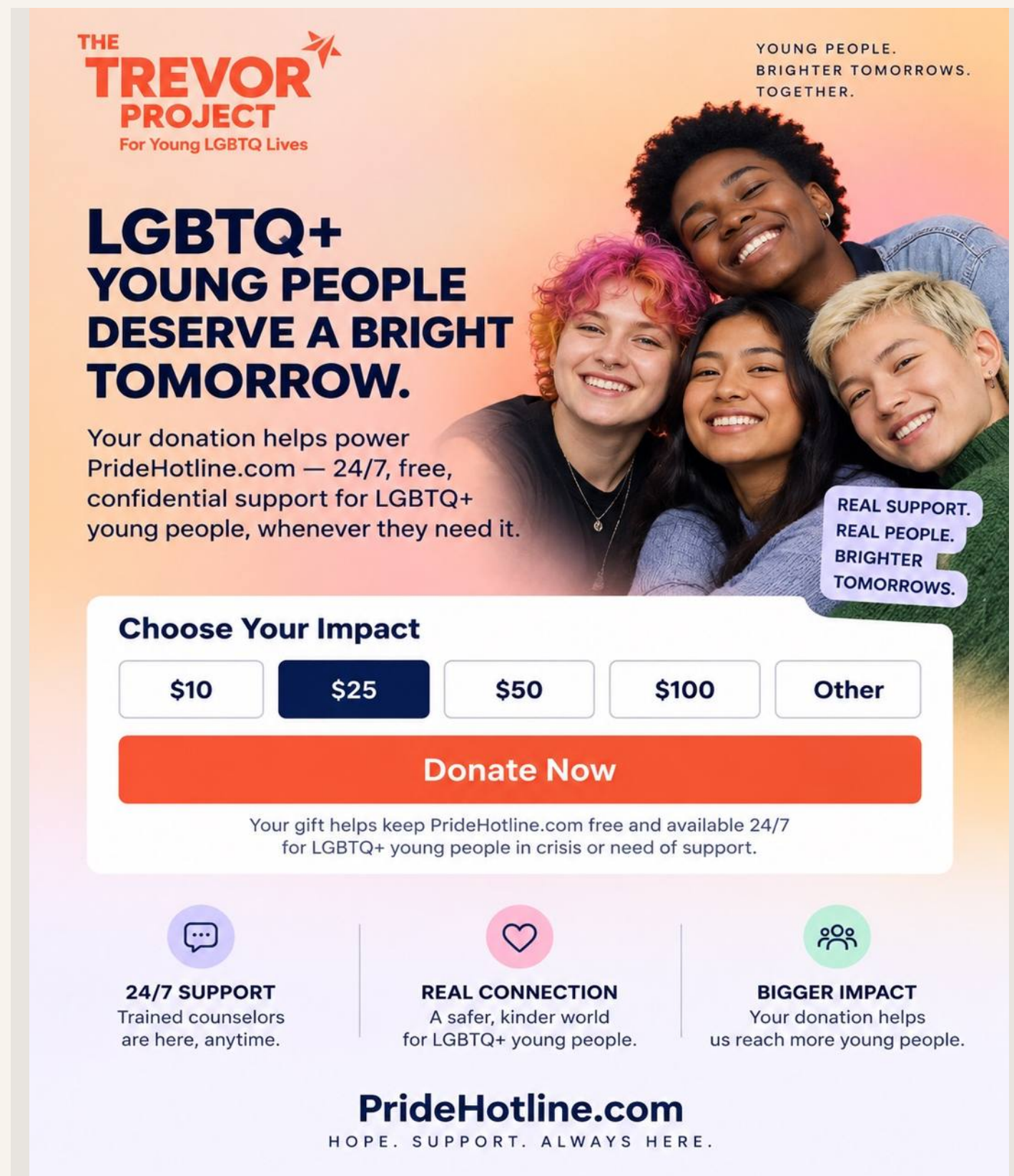
08

DONATION PAGE

A brighter tomorrow

PrideHotline.com

Youth-centered imagery.
A direct call for a brighter future.



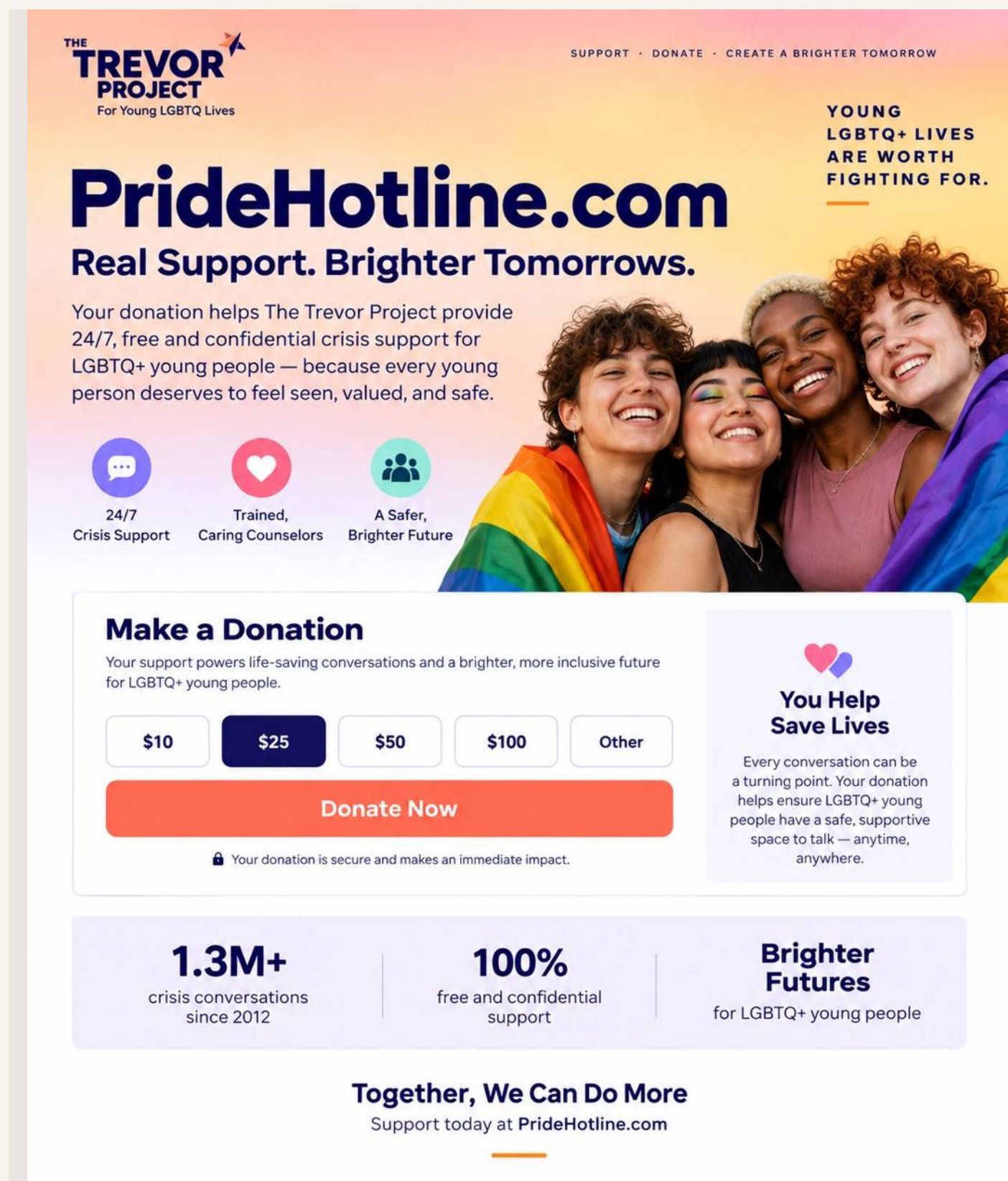
09

DONATION PAGE

Support into action

PrideHotline.com

An optimistic visual system
connecting support and action.



A place to feel seen

10 / GenderPride.com / BILLBOARD



You belong here

11 / PrideHotline.com / BILLBOARD



12

CAMPAIGN POSTER

Need support today?

PrideHotline.com

A bold, immediate invitation to call, text, or chat.



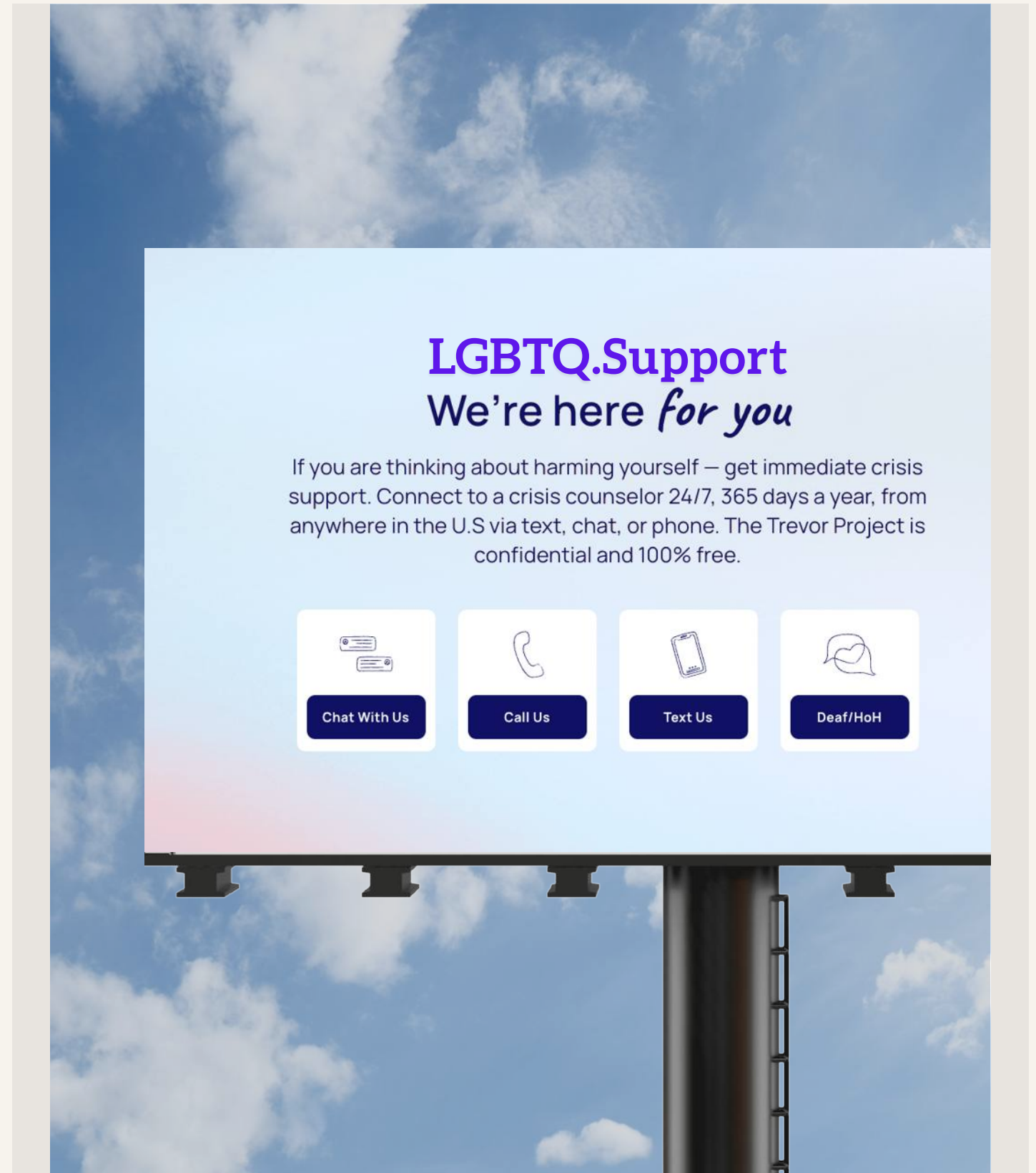
13

BILLBOARD

We're here for you

LGBTQ.Support

A calm message of connection
against an open-sky backdrop.



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STREET DISPLAY

A statement of pride

GaysMatter.com

A spare, high-contrast statement designed for the public realm.



A brighter tomorrow, together

15 / SupportGays.com / CAMPAIGN POSTER

SupportGays.com

Real Support. A Brighter Tomorrow.

RESOURCES | COMMUNITY | MENTAL HEALTH | EQUALITY

1 in 4

LGBTQ+ youth seriously consider suicide each year.

THE TREVOR PROJECT (2024)

40%

of LGBTQ+ youth report feeling persistently sad or hopeless.

THE TREVOR PROJECT (2024)

2x

LGBTQ+ adults are more than twice as likely to experience anxiety or depression.

CDC (2023)

70%

of LGBTQ+ people say greater acceptance in their communities would improve their mental health.

GLAAD (2023)

A MORE INCLUSIVE WORLD IS POSSIBLE.

KINDER PEOPLE STRONGER COMMUNITIES BRIGHTER TOMORROWS



FIND
RESOURCES



BUILD
COMMUNITY



GET
SUPPORT



LEARN
& ADVOCATE

SAME* PEOPLE.
MORE POSSIBILITIES.

CREATIVE LOOKBOOK / CONCEPT ARTWORK

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Your next chapter starts here.



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