



LGBTQ REFERENCE GUIDE

Understanding & Allyship to the LGBTQ Community

LGBTQ Terminology

- Sexual Orientation: Who you are attracted to (i.e. bisexual, heterosexual, lesbian, asexual, gay, etc.).
- Gender Identity: A person's internal, deeply held sense of their gender.
- Gender Expression: External manifestations of gender expressed through things like name, pronouns, clothing, and haircut.
- Queer: A once pejorative term, now reclaimed as an umbrella term to describe someone whose sexual orientation or gender identity falls outside of "societal norms."
- Transgender: Someone whose assigned gender at birth does not match their gender identity.
- Transgender Man: Someone who was assigned female at birth but who identifies as a male.
- Transgender Woman: Someone who was assigned male at birth but who identifies as a female.
- Transition: The personal, medical, and/or legal processes of changing one's birth sex to match their gender identity (Remember: There is no right or wrong way to transition!)
Gender Nonconforming: Someone whose gender expression is different from conventional expectations of masculinity and femininity.
- Genderqueer/Nonbinary: Terms used by people who experience their gender identity and/or gender expression as falling outside the categories of man and woman.
- Agender: People who have no gender identity or have a gender identity that is neutral.

Tips:

- Accept the way people see themselves.
- If you misgender someone: apologize, correct yourself, and move on.
- Individuals may use words not included in this guide to describe themselves. Identity terminology is fluid and ever changing.
- The best way to be an ally is through respect of one's identity.

VOCABULARY CHANGE:

- Instead of "Guys" try "Folks"
- Instead of "Ladies and Gentlemen" try "Distinguished Guests"
- Instead of "His or Hers" try "Theirs"
- Instead of "Men or Women" try "Everyone"





Consumer Facing Allyship

ID's

- Bringing ID documents into alignment with identity is complicated, expensive, and often not possible.
- Staff checking ID's should not use gender stereotypes about appearance to evaluate ID validity.
- Some states are starting to list X on ID documents for transgender and nonbinary people.

Transgender Customers

- Don't make assumptions about a trans person's sexual orientation.
- Respect those who don't fall into the "male/female" binary. Using "Ms. or Mr." can be a microaggression.
- "They" is an acceptable gender neutral pronoun.

Restrooms

- Allow customers to use the restroom where they feel comfortable.
- Communicate openness of restroom policies to customers clearly.
- Avoid restroom signs with mythical creatures or other invalidating imagery.

General

- Don't ask a trans person what their "real name" is.
- Respect the diversity of the LGBTQ community and make sure you're not just recognizing white, gay, able-bodied men.

SOME LGBTQ HOLIDAYS:

JUNE:
Pride

SEPTEMBER:
BiWeek

OCTOBER:
LGBTQ History Month
National Coming Out Day &
Spirit Day

NOVEMBER:
Trans Awareness Week

APRIL:
National Day of Silence

POSSIBLE PROMOTIONS:

Drag Shows
Bingo Nights
Queer Beer Tastings
Queer Concerts

