



Broadcasting Partnership

More than just a hookup app.

Overview

[Grindr for Equality](#) collaborates with local LGBTQ advocacy groups around the world, using the app's global reach to deploy health and safety information, including to LGBTQ people in danger. Thanks to the app's geolocation technology, Grindr for Equality can respond in a targeted way to specific threats to LGBTQ rights when and where they occur.

Goals

1. Grindr for Equality works with groups worldwide to make HIV testing more accessible, encourage voting and fight homophobia, biphobia and transphobia.
2. Grindr for Equality deploys health and safety initiatives and information in parts of the world that need it most.
3. Grindr for Equality will help promote various events if they meet one of these qualifications: A. You are providing services or HIV testing at your event. B. if your events is taking place in areas that are hostile to the community and where visibility is important.

Fundraising messages

G4E does not normally broadcast fundraising messages but we will take your request into consideration after you have been in a broadcasting partnership with us for some time. We are still working on the best ways to motivate Grindr users to give to fundraiser campaigns at this point and each request will be evaluated on a case-by-case basis. We will take grassroots fundraising efforts into special consideration and will also review these requests case-by-case.

Specifications

One of the main things we do is to connect our audience of gay, bi, and trans people to local organizations through a free messaging service. When a user logs on to Grindr, they receive up to three pop ups before they can use the app. Some of these are paid advertisements, but they may also include Grindr for Equality messages. Below are the six pieces of information we have to compile for an individual message. If you're interested in working together, we are happy to receive some draft messages about your work and I will send back any suggestions. **If the messages that would be most applicable to your community aren't in English, it is helpful if you can send an English translation as well, or at least an English description that help us understand the ideas of the message.**

Date: Most broadcast messages run for 24 hours

Time: Most broadcast messages start at 5am. Please clarify your timezone in UTC format.

Location: Entire country or specific city. If city, please indicate number of kilometers people are driving to use the services of your organization.

Title: 45 characters maximum including spaces. Title can be written in any language.

Body: 350 characters maximum including spaces. Users are more likely to read a shorter message. Body can be written in any language.

URL: Preferably links to a mobile optimized site or Facebook event.

Please find example below. Even if you don't have a specific program or event to advertise at this time, it is great to submit a general informational message about your organization that we can periodically send to our users. Make sure to send us messages at least a week prior to broadcast date. If you have any questions, please don't hesitate to ask.

You can reach us at drian.juarez@grindr.com.

Date: Wednesday, April 12, 2017

Time: 4AM UST+1

Location: Malta, 40 miles

Title: Malta: HIV up by 57% each year

Body: HIV in Malta is up by 57% each year. Use Condoms to protect yourself and your partners, test to know your status, early detection leads to early treatment and best possible health outcomes. Call GU clinic on 25457494 for FREE & CONFIDENTIAL testing. Message brought to you by arc, for more info on testing Click "MORE"

URL: www.testmalta.info

BITLY: <http://bit.ly/2nyluY8>

Clicks: 306 clicks on all TestMalta.info messages through May 2, 2017

Example for HIV Testing Advertising:

Here is a simplified format you can use for HIV testing advertising that we have tested with CenterLink.

Date: (Grindr will fill out the dates)

Time: (Insert time zone)

Location: (Insert City), (Insert how many miles of a radius around the city center are served by the center. If in doubt, a 30 mile radius is a good guess to start with, but more rural centers may be serving a larger area. One way to think about this is: how many miles are people likely to drive for this testing.)

Title: FREE HIV testing at [(Insert name of Center) OR (Insert name of Center) in (Insert name of Town)]

Body: Have you been tested in the past four months? Visit [(Insert name of Center) OR (Insert name of Center) in (Insert name of Town)] from (Insert service hours). We are located at (Insert address or address and phone number). Tap 'More' for details.

Website URL: (Insert center's main site URL or the URL for the page on their site detailing the testing services)

BITLY: (Grindr will create the Bit.ly)

Milestones

- I. We will periodically send you a report notifying you of the number of clicks your broadcast has received.
- II. Increase your reach and get your services and resources out to the greater LGBTQI+ community.

Want to partner with G4E?

We need some info from you in order to have you join our messaging community.

If you'd prefer not to answer due to security concerns we completely understand. Make sure to let us know this is the reason why you are not responding to these questions otherwise we will expect a response.

1. Name of your Organization
2. Address and Contact info
3. Main contact person
4. What do you do? Please give us a brief description of what you do and some of your services.
5. What is your social media? Facebook, Instagram, Twitter, etc.

Once you have completed the information above you can send it back to us and we will add you to our list. At that point you can begin to send us broadcast messages following the format on this document. Please keep a copy of this document in your files for future messaging.