



# Community Member Guide

Help us grow our list of businesses committed to equality and fairness with just 3 steps!

✓ **Step 1:** Choose a location to approach. Any locally-owned business qualifies for Equality Means Business membership. (Reminder: chains and franchises don't count!) If you have trouble deciding where to approach first, consider asking a business that you visit often.

✓ **Step 2:** Explain why Equality Means Business is important to you and to the LGBT community. It helps to emphasize how Equality Means Business will help them too! Use this script to help.



✓ **Step 3:** Provide them with a print-out of the membership form, or encourage them to submit the online membership form at [www.VirginiaFairness.org/Equality-Means-Business](http://www.VirginiaFairness.org/Equality-Means-Business).

Any questions? Contact Equality Virginia at [info@equalityvirginia.org](mailto:info@equalityvirginia.org) or 804-643-4816.