

## Why The Welcoming Project?



**As the LGBTQ community continues to grow, LGBTQ individuals and allies are seeking businesses, organizations, health care providers, churches and congregations with a welcoming image. You can show this community of millions that they are welcome in your establishment by displaying a visible welcoming sign on your website and in your place of business.**

**Questions?  
Comments?  
Concerns?**

**Contact The Welcoming Project!**

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*The Welcoming Project, Inc. is a registered 501(c)(4) non-profit organization. All gifts are tax deductible to the full extent of the law.*



**[www.thewelcomingproject.org](http://www.thewelcomingproject.org)  
a non-profit organization**

**THE  
WELCOMING  
PROJECT**

**Our goal:**

**To increase the visibility of local businesses, organizations, health care providers, and churches/congregations that are welcoming of LGBTQ (lesbian, gay, bisexual, transgender, and queer) individuals and allies through providing**

## A Few Ways Your Business Can Benefit from Displaying a Welcoming Sign:

### YOUR BUSINESS WILL ATTRACT MORE CLIENTELE BY DISPLAYING A WELCOMING SIGN

Marketing research shows that a visible welcoming sign has positive impacts on consumers.

### YOUR BUSINESS CAN BENEFIT FROM INCREASED REVENUE BY DISPLAYING A WELCOMING SIGNS

Both local and global businesses that have created advertising initiatives to be more inclusive of the LGBTQ community have increased their revenue by 10-25%.

The LGBTQ population is “America’s most influential, untapped market.”

- *The Wall Street Journal*



**ALL ARE WELCOME.**

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### Do Welcoming Signs really work?

Yes! Multiple studies of business marketing show that:

- People are more likely to prefer products that are produced by welcoming companies and are more likely to purchase products from welcoming stores.
- 8 out of 10 LGBTQ consumers are more likely to buy products from companies they know are welcoming.

### Could a Welcoming Sign be “Bad for Business”?

**No recent studies have shown a negative impact of welcoming signs on businesses.**



### BUSINESSES DISPLAYING WELCOMING SIGNS



... AND HUNDREDS MORE!