

The Ally's Guide to Showing Up Right

A short, honest guide for showing up well at Pride — what to do, what not to do, and how to keep showing up after June. A free download.

A free download by Steven Motes.

Why this exists

I'm an ally, not a member of the community — and I'm not going to pretend otherwise. But I believe showing up matters, and I believe there's a right way to do it: with respect, with humility, and without making it about you. This is everything I've learned about being genuinely useful at Pride instead of just being present.

Do this

- Listen first. Pride has organizers, traditions, and rhythms that predate your arrival. Follow the lead of the people it belongs to.
- Ask how to help, then do the unglamorous thing. Carry water, hold the banner pole, stay late for cleanup. The best allies are the ones doing the work nobody photographs.
- Respect names and pronouns. Use the ones people give you. If you slip, correct yourself briefly and move on — don't make your apology the main event.
- Bring your wallet's values, not just your wallet. Buy from queer artists and vendors at the event. Tip well. Support the small tables, not just the big sponsors.

- Bring friends — the respectful kind. Pride is better with allies in the crowd. Bring the ones who'll listen, not the ones who need babysitting.

Don't do this

- Don't center yourself. You're a guest at someone else's celebration of survival and joy. Your rainbow outfit is fine; your speech about what Pride means to you is not needed.
- Don't treat it as a costume party. Pride is a protest with a parade attached, not a theme party. Show up with that understanding.
- Don't ask invasive questions. Nobody owes you their story, their medical history, or an explanation of their identity. Curiosity is fine; interrogation is not.
- Don't rainbow-wash and vanish. If your support starts June 1 and ends June 30, that's marketing, not allyship. People notice.

Where to put your money

Pride is free to attend and expensive to put on. If you can give, give to a real LGBTQ+ organization — national, or the one in your own town. I'm not dropping links here because this is a free download, not a fundraiser: pick an organization you trust and give directly. Money given quietly counts double.

After June

Here's the part that actually matters. Pride month ends. The news cycle moves on. Your LGBTQ+ neighbors, coworkers, and family don't get a month off from being who they are — so don't take one off from showing up.

Keep going: speak up when it's uncomfortable, not just when it's easy. Vote like it matters, because it does. Check on your people in November, in February, on a random Tuesday. The allies people remember aren't the

ones with the best June photos — they're the ones still there in the quiet months.

Keep Going

If you're planning a celebration of your own, the shelf has more: the Pride Party Planning Guide — themes, timelines, and budget tiers for a party done right — and the Coming-Out Celebration Kit, printables for marking a tender, meaningful moment with care.

Everything here is celebration and culture: respectful, inclusive, and made to genuinely serve — never to exploit.

Everything I make lives at the Ko-fi shop. [Visit the Ko-fi shop](#) to see what's there.

© 2026 Steven Motes. All rights reserved. Written for this download; nothing copied from other creators.