

# **Bursting Through**

## **Interactive Allyship Activation**

**Did you know?** 55% of the adult US population identify as LGBTQ+ Ally.

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**And...** the percentage of US adults who self identify as gay, bisexual, transgender or something other than heterosexual is 9.3%.

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**Yet...** anti-LGBTQ+ mobilization has significantly increased in recent years. Legislation targeting LGBTQ+ rights more than doubled in 2024 and 26 states now have book bans in place banning books with a LGBTQ+ people or themes.

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**So...** anti-LGBTQIA+ rhetoric, violence and legislation at the state and federal on the rise even though the LGBTQ+ community is growing AND the majority of U.S. citizens support the Queer Community

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**WHY?** Because, we (Allies and the LGBTQ+ Community) are not as visible and verbal as the LGBTQ+ hate movement.

# WHY ARE WE LESS VISIBLE?

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## HATE IS ORGANIZED.

Hate groups are grassroots, highly organized and constantly taking action. They have won significant battles at all levels of American government and society - from local school boards to the federal courts.

We (Allies and the Queer Community) are not as organized and actionable. We tend to rely too heavily on huge political organizations like HRC and PFLAG to do the heavy lifting, counteract the hate and solve the problem.

## WE CAN AND WILL CHANGE THAT.

# HOW DOES THE ACTIVATION WORK?

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The Bursting Through Interactive Allyship Activation provides a simple, straight-forward statistic and asks one powerful question.

The answers to that question create connection, open up meaningful dialogue and offer insight into responders beliefs and values.

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Over a 4 year period, Bursting Through has collected over 500 Allyship belief statements, and witnessed countless people read the Allyship beliefs of others.

The Allyship majority has shown their desire to know like-minded people, connect, and share a human experience.



# THE QUESTION AND ANSWERS LOOK LIKE:



**What does allyship mean to you?**

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**55% of the adult US population self-identify as LGBTQ+ allies and 7.1% self-identify as LGBTQ+**

**If you're straight, what does being an ally mean to you?**

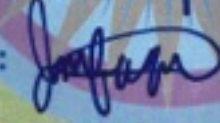
**If you're LGBTQ+, what does having an ally mean to you?**

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Share your message of allyship with us and on your social media.  
**#burstingthrough**

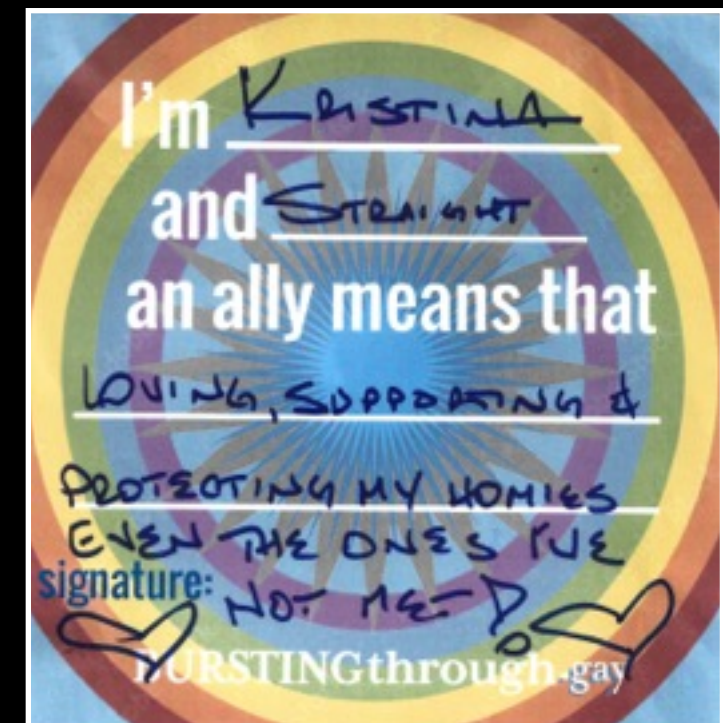
I'm KRISTINA  
and STRAIGHT  
an ally means that  
LOVING, SUPPORTING &  
PROTECTING MY HOMIES  
EVEN THE ONES I'VE  
signature: NOT ME  
   
BURSTINGthrough.gay

I'm CHRIS  
and GAY  
an ally means that  
NO MATTER WHAT HAPPENS  
WE STAND, UNITED IN LOVE  
signature:   
BURSTINGthrough.gay

I'm Jesse  
and bi sexual  
an ally means that  
I have someone I can trust  
to share my experiences  
signature:   
BURSTINGthrough.gay

I'm Veridian  
and I am transgender  
an ally means that  
You actively consider your  
perspective & privilege  
signature: Saint Veridian   
BURSTINGthrough.gay







# THE IMPACT!



# WHY INSTALL AN ACTIVATION

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Installing Bursting Through's Interactive Allyship Activation will:

- Create social change and build community through direct engagement, creativity and expression.
- Increase a sense of belonging and welcome for Allies and LGBTQ+ guests.
- Show commitment to safety and Active Allyship for the LGBTQ+ community.
- Give your guests and organization members an opportunity to join the conversation and let their voices be heard.
- Further your commitment to diversity, inclusion, and community.



# EXECUTION OPTIONS

These are many forms the over 550 messages and the experience can take. Each installation allows the guest to add their Allyship belief statement.



Final look will be driven by shared vision, space and budget.



Corey Fagan

**This activation is truly powerful. I am honored to have Bursting Through and Steve Petersen at Las Vegas First Friday Arts Festival to help create positive conversations and critical thought processes.**

At First Friday Las Vegas, we spend a lot of time talking to our guests about the businesses we invite to be a part of the art community and our event. Every person we talk to about Bursting Through has had a wonderful experience interacting with Bursting Through. I have been drawn into the experience myself and have personally left a message.

I have also witnessed many people stopping at the Bursting Through space and having an authentic emotional experience while reading and discussing the messages left by others. I look forward to Bursting Through creating experiences like this in other venues and continuing to gather and share these powerful messages.



**Corey Fagan, Executive Director First Friday Foundation, Las Vegas**



**Bursting Through is THE social change  
storytelling movement for Allies and  
the Queer Community.**

**Allyship is a principal part of the Queer  
experience but is often neglected, ignored or  
discounted. Bursting Through awakens all Allies  
to the power of their voices in creating the loving,  
accepting, and inclusive world we all want.**

**Social responsibility and creating the world we want to live in is not just something we say, it is something we do through our actions and interactions.**

**When purpose driven organizations and people come together, we all win.**



# CONTACT

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Steve Petersen

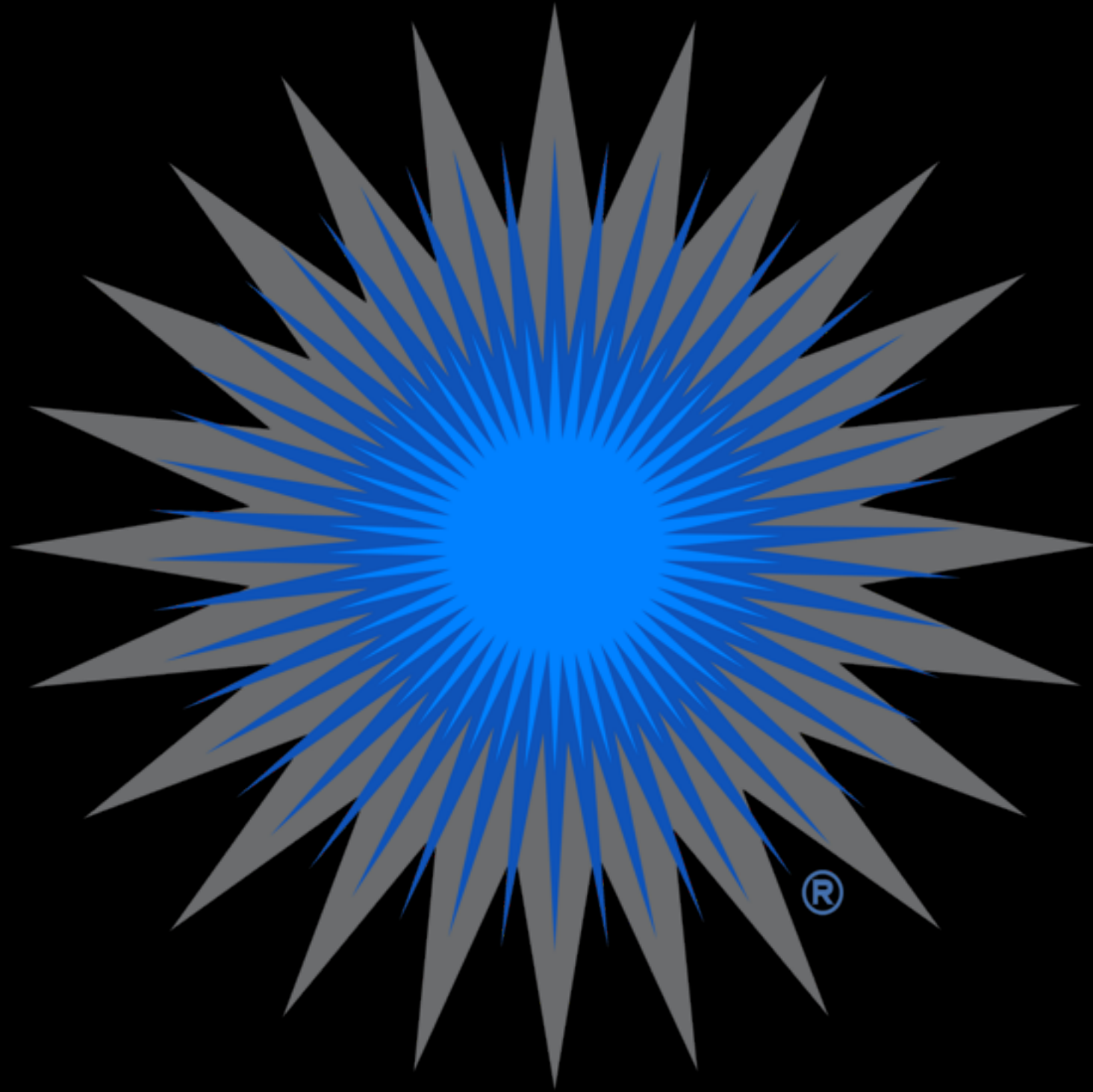
**Schedule a 30- Minute  
Discovery Call with Steve.**

**Email:** [Steve@burstingthrough.gay](mailto:Steve@burstingthrough.gay)

**Phone:** 515-554-1132

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**BURSTING through® LLC**



**Thank you!**