



Google Grant Award

Nov. 8—We were approved for a Google Grant of up to **\$10,000 in search advertising per month**. Our search ads will focus on reaching community members with an active career or self-improvement need. We hired a search management agency to optimize the reach, traffic, and impact of our ad campaigns. Newcomers to Out Pro will be able to learn about our in-person career and networking events, as well as our growing online resources.

Google Ad Grants

Year-End Report Brief—2023

Out Pro has continued to grow our national network, with ten active chapters that hosted **9,180 LGBTQ professionals and allies** across **85 events**. In 2023, we added two new chapters while laying the groundwork for several more.

As Out Pro expands, we are developing a **scalable model** based on what we've learned from opening new chapters and strengthening existing ones. At the same time, increased marketing and partnership development have helped us to build broad brand awareness and increase participation.

Let Out Pro partner with you to attract and value diverse talent. [Contact us](#) to talk about your goals and how we can help you achieve them.



Expanded the Out Pro Chapter Network— San Francisco • South Florida • Chicago

SF and SoFlo have launched! With the groundwork laid, Out Pro Chicago will launch in Q1 2024. We welcomed **VML**, part of the **WPP** family of advertising/communication agencies, as a Corporate Partner with an added focus in the Windy City as a **Chapter Champion**. Corporate Partners can choose to champion existing or new chapters in cities of their choice. [Find out more.](#)



Recognition of Out Pro's Core Values and Accomplishments

It's Out Professionals Day! On our Out Pro chapter's first anniversary, San Diego's mayor and City Council issued a City Proclamation to recognize its impact. This fast-growing chapter has been embraced by the city's LGBTQ community, while attracting many local allies to its events.



Built Our Monthly **Open Coaching Series**

We host monthly coaching sessions that give our community effective tools to make optimal decisions.

Ask a Life Coach: Make the Changes You Want! is hosted by Certified Life Coach and NYU faculty member, James Arnoff. Our newest series, **Ask SelfRecruiter®: Open-Mic Open Coaching**, is hosted by career development expert, John Crant. Both series focus on empowering participants to address and move beyond challenges, turning setbacks into opportunities.



Rolling Out Our **Community Engagement Table + Activation Program**

We are Connectors. As part of our mission, Out Pro events often feature Engagement Tables and activations for nonprofit organizations that align with our values. Since we began, we have proudly supported more than **39 community-driven nonprofits** at **45 events**. Active tabling at OutPro events is another benefit of partnering with us. [Learn more.](#)

Increased Support for Our **National Partnership Program**

We've launched a communication series to help our corporate partners promote membership benefits to their ERGs. This includes a **monthly update** that features upcoming events across our growing chapter network, along with online events and resources, including free, monthly professional open coaching sessions. Partners can also use a growing series of **promotional graphics** in email newsletters and other communications to build awareness of the year-round benefits they are providing.

Continuously Improved our **Chapter Development Resources**

Chapter quality is key to our success. Consistency helps anchor our network and provide quality resources throughout. Each chapter can tap into “franchise-like” resources that give them what they need to get started and grow their chapters. At the same time, chapter leaders are encouraged to innovate and brainstorm with other chapters.

The bedrock of Out Pro 2.0 is our proprietary, **BestConnect® Name Badge system** that features **21 color-coded industry groupings** that naturally network together. Attendees can find those in their industries or ones where they seek a solution. **Active Need Add-On Stickers** highlight those actively hiring, job seekers, consultants, entrepreneurs, students, and more.

Our **bi-monthly Ambassador Forums** help chapter leaders share experiences and solutions, learn from each other, and further the evolution of Out Pro.

Claim Your Membership!

OUTPROFESSIONALS.
Career Development & Learning.

We host meaningful networking events that welcome the full diversity of the LGBTQ+ community. Our events break down barriers, make it easier to meet others, and help make and advance connections that can advance careers.

OUTPROFESSIONALS.
EDUCATIONAL FOUNDATION.

Enjoy career-building and life-enhancing programming.

- Live seminars
- Open Coaching Sessions
- Live Webinars/Panels
- On-demand Webinar Library

We're growing a national network of chapters.

New York | Los Angeles | Houston | San Francisco
San Diego | Metro DC | Philadelphia | Connecticut

Learn more at outprofessionals.org/letspartner

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