

From Frank van Dalen, VP InterPride  
 To RD's Europe InterPride and president EPOA  
 CC -  
 Date January 29<sup>th</sup> 2016  
 Subject Membership development

## Introduction

Each year InterPride and EPOA attract prides in Europe who choose to be a member of InterPride and EPOA. InterPride and EPOA have the ambition to grow. In this memo the analysis is shared from 2011 till 2016 regarding the membership. This analysis can be used for a strategic approach to fulfill the ambition to grow the organizations. Sources are the annual reports from 2011 till and including 2015. A special thanks to Emmanuel Temores from Mexico City who volunteered to subtract all the members from the different annual reports and create overview for analysis purposes.

## Europe and EPOA

Since members of EPOA are also members of InterPride and vice-versa this analyses limited to Europe can serve it purposes for EPOA as well. It is the ambition to have the membership in Europe growing. The numbers in this analysis are retrieved from the annual reports from InterPride and might differ from membership lists held by EPOA. The trend however is what counts.

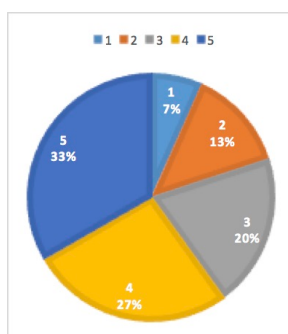
## Membership numbers – limited to Europe

Total members	2011	2012	2013	2014	2015	2012	2013	2014	2015	15 v 11
<b>Total</b>	<b>189</b>	<b>155</b>	<b>193</b>	<b>163</b>	<b>165</b>	<b>82%</b>	<b>125%</b>	<b>84%</b>	<b>101%</b>	<b>87%</b>
Europe	40	31	36	28	33	78%	116%	78%	118%	83%

Over a period of 5 years InterPride/EPOA has decreased 13% in membershipnumbers. Both Europe and the USA contribute to this loss. As Pride Radar has shown, especially in the Americas and Europe, there is a drastic increase of number of prides. But InterPride/EPOA have not been able to profit from this growth.

## Loyalty

Of all the members InterPride/EPOA has had since 2011 only 16% has been member all 5 years. 17% of the prides have been member for 4 years. From the 11 prides that have been member for 4 years, only 3 were not member in 2015. This means that InterPride/EPOA do lose members for a year who will return one year later. From a financial perspective this is a lost opportunity. A total of 67% of the members have only been member for 1 up to 3 years since 2011. It seems InterPride/EPOA have difficulties to develop long term relationships with the members.



### One year membership

Since 2011 we have a total of 39 out of 64 members that have been member only for one year. Assuming that persuading new members to join InterPride/EPOA is time-consuming, losing members after only one year can be considered to be a low return on investment.

### Balance between gain and loss

Overall	2012	2013	2014	2015	2012	2013	2014	2015
New		35	41	79		18%	25%	48%
Lost	70	6	77		45%	3%	47%	
<b>Europe</b>								
New		5	11	3		14%	39%	9%
Lost	15	1	20		48%	3%	71%	

In Europe we see more prides terminating the membership then new members coming in. It is fair to conclude that investing in keeping existing members is sensible and will benefit InterPride/EPOA when it comes to its ambition to grow the membership.

### Membership numbers per IP-region

	2011	2012	2013	2014	2015	2012	2013	2014	2015
IP8	5	5	6	8	5	100%	120%	133%	63%
IP10	7	2	3	0	1	29%	150%	0%	-
IP11	3	3	3	5	6	100%	100%	167%	120%
IP12	10	8	8	5	6	80%	100%	63%	120%
IP13	6	7	7	4	5	117%	100%	57%	125%
IP15	2	1	2	2	4	50%	200%	100%	200%
IP14	15	5	7	4	6	33%	140%	57%	150%

### Members from 2011 till 2015 – based on annual reports

In the appendix the total list of members over the last five years and the years that they were member of InterPride is listed.

### Conclusions

1. Many prides do not have a long lasting relationship with InterPride/EPOA
2. In areas where the number of prides is increasing drastically, InterPride/EPOA does not show to benefit from it
3. Even when decrease of membership numbers is relatively, the number of prides that actually leave the organization can be considered to be quite big
4. At the same time InterPride/EPOA is capable of attracting new prides, but (as already concluded) has trouble keeping them
5. A considerable number of members is absent for a short period of time to return after one or two years

### Impact and observations

1. Attracting new members requires more effort then renewing the membership of existing members when the benefit of InterPride/EPOA can be made clear and is felt by the membership
2. A fairly small number of prides are the foundation of InterPride/EPOA – they run the show, with the risk of newcomers not feeling included
3. It is valid to investigate why a relatively large number of prides are absent for one or two years, in order to return – this can be considered to be a loss on membership fees

### Short term proposal

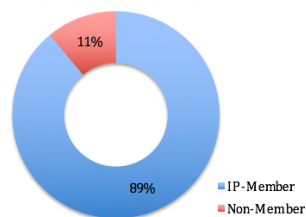
Using the Pride Radar list reaching out to prides in Europe to persuade them to become member of EPOA and InterPride. This can be done by creating a brochure with the next elements:

- Europride in 2016 – Amsterdam
  - o Are there any benefits to mention?
- EPOA and InterPride conference 2016 – Montpellier
  - o Training
  - o Capacity building
  - o Networking
- Worldpride in 2017 – Madrid
  - o Are there any benefits to mention?
- Becoming part of the European Pride movement – networking/support
- Visibility of the events in EPOA and InterPride communications





























For small and big prides, for new and already established prides.

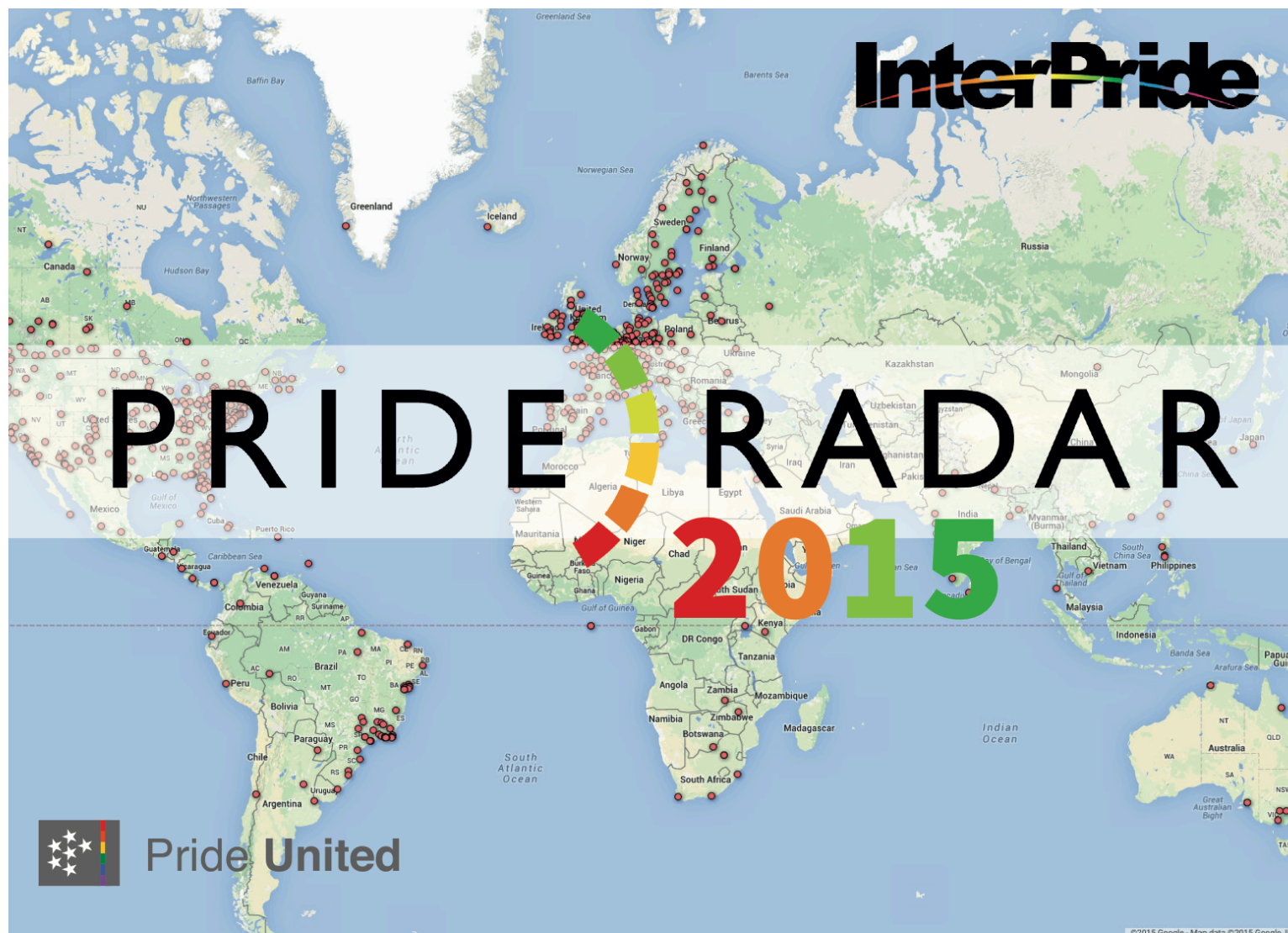
RD's from InterPride as well as board members of EPOA can reach out to de prides in Europe. Making EPOA and InterPride relevant in the perception of the prides in Europe will help increasing the membership.

## Members EPOA & IP



IP	Continent	Country	State	Pride Name	2011	2012	2013	2014	2015	average
8	Europe	Belarus		LGBT Human Rights Project "GayBelarus"	●	●	●	●	●	
8	Europe	Czech Republic		Prague Pride, Prague	●	●	●	●	●	<div></div>
8	Europe	Estonia		Baltic Pride, Tallinn	●	●	●	●	●	
8	Europe	Hungary		Rainbow Mission Foundation	●	●	●	●	●	<div></div>
8	Europe	Hungary		Budapest Pride	●	●	●	●	●	<div></div>
8	Europe	Latvia		Baltic Pride, Riga, Latvia	●	●	●	●	●	
8	Europe	Latvia		Mozaika – LGBT and their friends Alliance	●	●	●	●	●	<div></div>
8	Europe	Lithuania		LGL, Baltic Pride	●	●	●	●	●	<div></div>
8	Europe	Moldova		Gender Doc-M, Chisinau	●	●	●	●	●	
8	Europe	Moldova		Information Center "GenderDoc-M"	●	●	●	●	●	<div></div>
8	Europe	Poland		Warsaw Pride	●	●	●	●	●	
8	Europe	Poland		Fundacja Równosci	●	●	●	●	●	<div></div>
8	Europe	Romania		Accept Romania	●	●	●	●	●	
8	Europe	Russia		Project GayRussia (Moscow Pride)	●	●	●	●	●	
8	Europe	Ukraine		UPO Gay Alliance Ukraine	●	●	●	●	●	
9	Caribbean	Bahamas		Society Against STIs and HIV (SASH) Bahamas	●	●	●	●	●	
9	Caribbean	Costa Rica		Pride Costa Rica	●	●	●	●	●	
9	Caribbean	Puerto Rico		Luis Roberto Conti, San Juan	●	●	●	●	●	
9	Caribbean	Puerto Rico		Coalicion Orgullo Arcoiris Inc.	●	●	●	●	●	<div></div>
10	Europe	Ireland		Dublin LGBTQ Pride	●	●	●	●	●	<div></div>
10	Europe	Northern Ireland		Belfast Pride	●	●	●	●	●	
10	Europe	United Kingdom		UK Black Pride	●	●	●	●	●	
10	Europe	United Kingdom		Birmingham Pride	●	●	●	●	●	
10	Europe	United Kingdom		Cardiff Wales LGBT Mardi Gras	●	●	●	●	●	
10	Europe	United Kingdom		Pride in Brighton and Hove	●	●	●	●	●	
10	Europe	United Kingdom		Manchester Pride	●	●	●	●	●	<div></div>
10	Europe	United Kingdom		Pride London	●	●	●	●	●	<div></div>
11	Europe	Denmark		LGBT Faroe Islands	●	●	●	●	●	
11	Europe	Denmark		Copenhagen Pride	●	●	●	●	●	<div></div>
11	Europe	Iceland		Gay Pride Reykjavik	●	●	●	●	●	<div></div>
11	Europe	Norway		Skeive dager/Oslo Pride	●	●	●	●	●	<div></div>
11	Europe	Sweden		WestPride/Gothenburg	●	●	●	●	●	<div></div>
11	Europe	Sweden		Stockholm Pride	●	●	●	●	●	<div></div>
12	Europe	Austria		Hosi Wien	●	●	●	●	●	<div></div>
12	Europe	Germany		CSD Deutschland e.V.	●	●	●	●	●	
12	Europe	Germany		IG CSD Stuttgart e.V.	●	●	●	●	●	
12	Europe	Germany		LuST e.V./CSD Nordwest	●	●	●	●	●	
12	Europe	Germany		Braunschweig Pride	●	●	●	●	●	<div></div>
12	Europe	Germany		Hamburg Pride e.V.	●	●	●	●	●	<div></div>
12	Europe	Germany		Verein für sexuelle Emanzipation e.V./Braunschweig Pride	●	●	●	●	●	<div></div>
12	Europe	Germany		CSD Rhein Neckar e.V.	●	●	●	●	●	<div></div>
12	Europe	Germany		Berliner CSD e.V. Berlin Pride	●	●	●	●	●	<div></div>
12	Europe	Germany		Cologne Pride	●	●	●	●	●	<div></div>
12	Europe	Germany		CSD in Konstanz e.V. / Konstanz Pride	●	●	●	●	●	<div></div>
12	Europe	Switzerland		Zurich Pride Festival	●	●	●	●	●	<div></div>
13	Europe	Belgium		Casa Rosa	●	●	●	●	●	<div></div>
13	Europe	Belgium		The Belgian Pride vzw/asb	●	●	●	●	●	<div></div>
13	Europe	France		AEC Toulouse	●	●	●	●	●	
13	Europe	France		Lesbian and Gay Pride de Marseille	●	●	●	●	●	<div></div>
13	Europe	France		Tous & Go	●	●	●	●	●	<div></div>
13	Europe	France		Lesbian and Gay Pride Montpellier	●	●	●	●	●	<div></div>
13	Europe	Netherlands		Pride United, Amsterdam	●	●	●	●	●	
13	Europe	Netherlands		Gaypride Amersfoort	●	●	●	●	●	
13	Europe	Netherlands		Amsterdam Pride	●	●	●	●	●	<div></div>
13	Europe	Netherlands		Roze Zaterdag Nederland	●	●	●	●	●	<div></div>
14	Europe	Italy		Associazione Lista Lesbica Italiana	●	●	●	●	●	
14	Europe	Italy		ARCIGAY	●	●	●	●	●	
14	Europe	Italy		Arcigay Milano	●	●	●	●	●	<div></div>
14	Europe	Italy		Circolo di cultura omosessuale Mario Mieli/Roma Pride	●	●	●	●	●	<div></div>
14	Europe	Portugal		Pride Azores	●	●	●	●	●	<div></div>
14	Europe	Portugal		Porto Pride Party/Portugal Gay Porto	●	●	●	●	●	<div></div>
14	Europe	Spain		Maspalomas Gay Pride	●	●	●	●	●	
14	Europe	Spain		Barcelona Pride/ACEGAL Barcelona	●	●	●	●	●	<div></div>
14	Europe	Spain		Madrid Pride AEGAL	●	●	●	●	●	<div></div>

15	Europe	Bulgaria	Bilitis Resource Center Foundation						
15	Europe	Croatia	Zagreb Pride						
15	Europe	Greece	Thessaloniki Pride						
15	Europe	Greece	Athens Pride						
15	Europe	Serbia	Belgrade Pride Parade						



**A Project of the  
Human Rights Committee  
of InterPride**

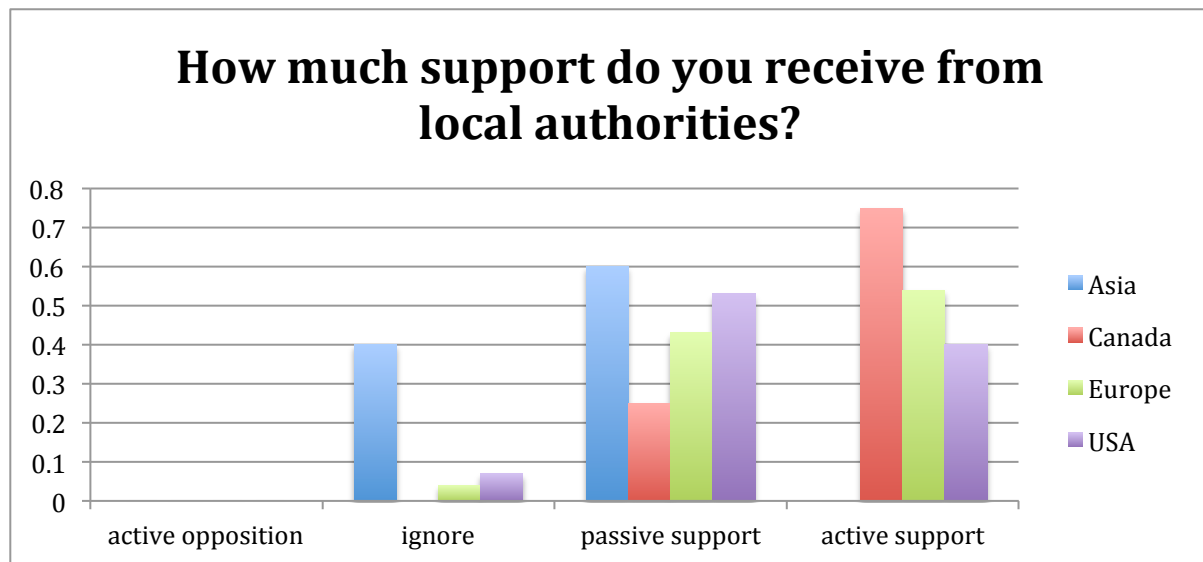
**October 2015**

## World analysis survey

An analysis was created with the data that was received from the surveys. Almost 90 pride organizers filled in the surveys. Unfortunately we have not received enough data from the continents South America, Africa and Oceania; therefore we could not include these continents. Because of some significant differences a separate section was created for Canada.

Canada receives a lot of active support from local authorities. Europe and the United States are quite equal considering the support they get. The situation in Asia is remarkable different, which could be declared by their political situation.

An interesting element for further investigation will be if the United States will receive more support next year now the same-sex marriage has become legal in all states.



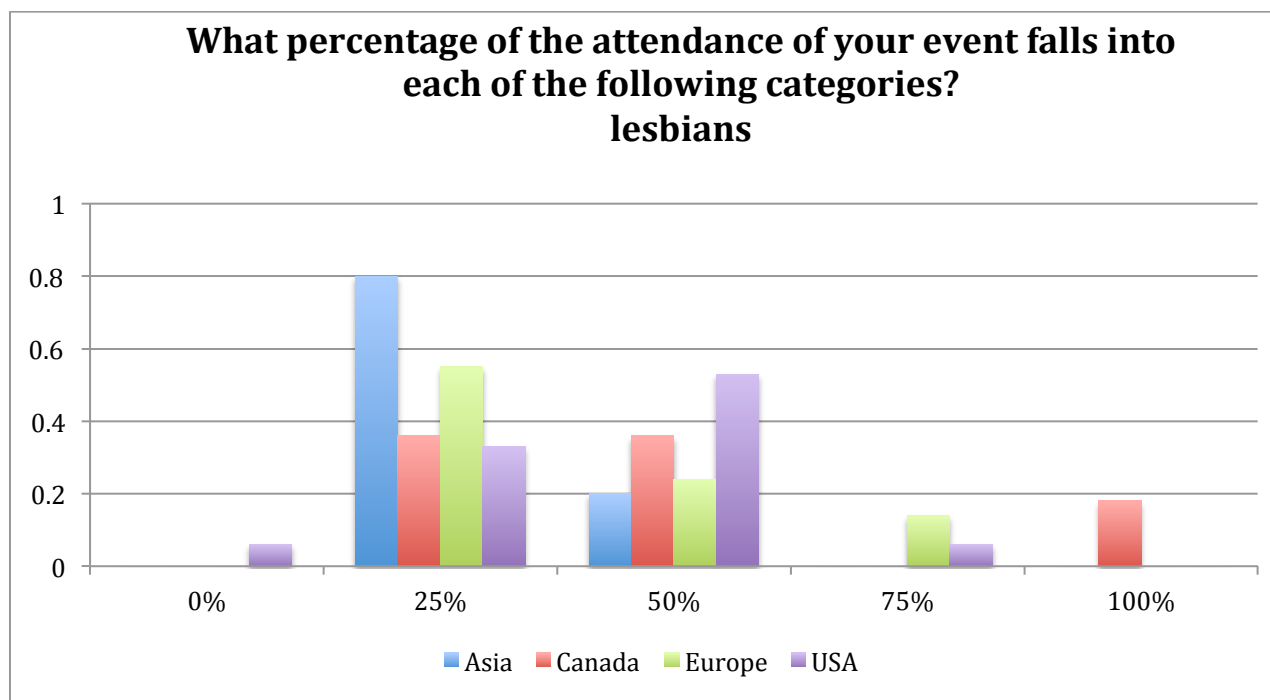
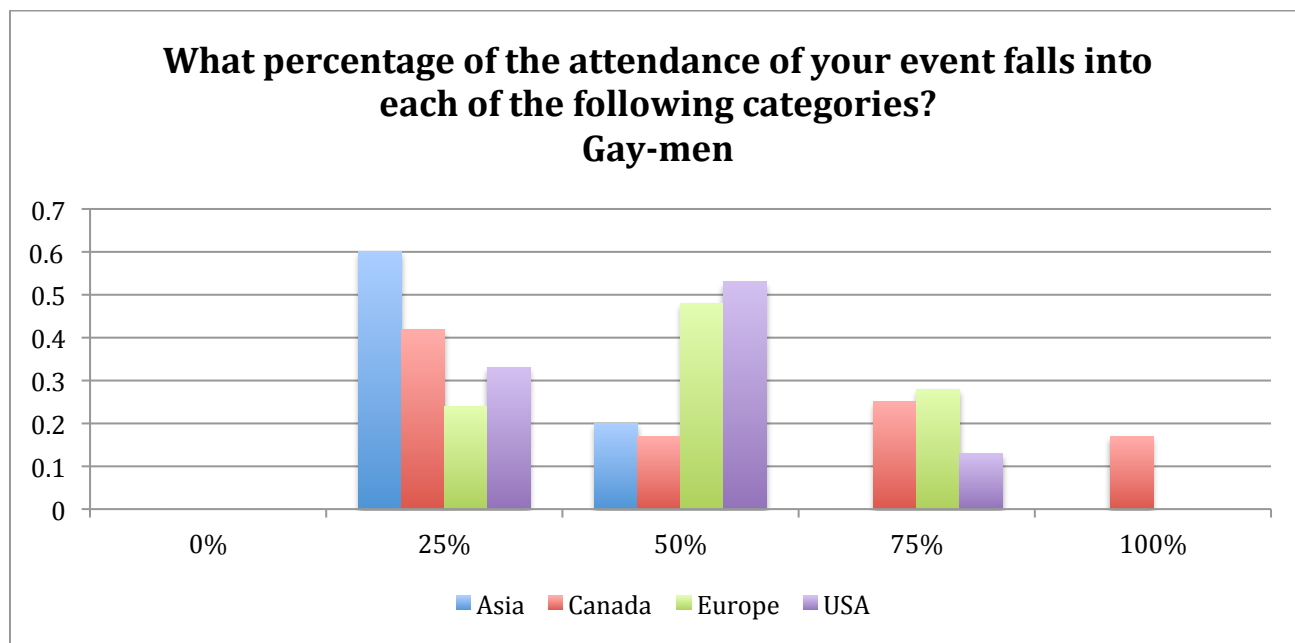
For the survey 6 registers were created to measure the support. These registers are:

- Permits
- Free premises
- (Police) Security
- Cleaning public space
- Subsidies
- Participation in parade

In the graphic on the next page can be seen how many of the above aspects were provided by their ( local ) government.

## Attendance pride events

There is not much variation in the kind of visitors of the pride events when it comes to sexual preferences. As can be seen, gay-men are a bit more represented at events, especially in Europe.





InterPride Region 11		
IP Pride Event	City	Pride Organizer
✗ Aalborg Pride	Aalborg	Aalborg Pride
✗ Aarhus Pride	Aarhus	Aarhus Pride
✗ Åland Pride	Åland	Åland Pride
✗ Arctic Pride	Rovaniemi	Arctic Pride
✗ Åre Winter Pride	Åre	Åre Winter Pride
✗ Bergshamra Pride	Bergshamra	Bergshamra Pride
✓ Copenhagen Pride	Copenhagen	Copenhagen Pride
✗ Falu Pride	Falu	Falu Pride Kulturföreningen
✗ Faroe Pride	Torshavn	LGBT Faroe Islands
✗ Finnmark Pride	Hammerfest	Finnmark Pride
✗ Gotland Pride	Visby	Gotland Pride
✗ Halmstad Pride	Halmstad	Halmstad Pride
✓ Härjedalen Pride	Hede	Härjedalen Pride
✓ Helsingborgs Prideparad	Helsingborg	HBTQ under HX
✓ Helsinki Pride	Helsinki	HeSeta ry
✗ Hemavan Winter Pride	Hemavan	Hemavan Pride
✗ Jeppis Pride	Jakobstad	Regnbågsankan Association
✗ Jönköping Qom Ut	Jönköping	Jönköping Qom Ut
✗ Karlskrona Pride	Karlskrona	Karlskrona Pride
✗ Kiruna Pride	Kiruna	Kiruna Pride
✗ Lahti Pride	Lahti	Lahti Pride
✗ Landskrona Pride	Landskrona	Landskrona Pride
✗ Link	Linköping	RFSL Linköping
✗ Lulea Pride	Lulea	RFSL Lulea
✗ Lunda Pride	Lund	Stolti Lund
✗ Malmöfalten Arctic Pride	Gällivare	Malmöfalten Arctic Pride
✗ Norrk	Norrköping	Norrköping Pride
✓ Nuuk Pride	Nuuk	
✗ Örebro Pride	Örebro	Örebro Pride
✗ Orgullo Valencia	Umeå	Colectivo Lambda
✗ Oslo Pride	Oslo	Skeive dager Oslo
✓ Pride Falkenberg	Falkenberg	RFSL Halland
✓ Pride Hudik	Hudiksvall	S-kvinnor Hudiksvall
✗ Pride Varberg	Varberg	Pride Varberg
✗ PrideFest of the Palm Beaches	Lahti	
✗ Regnbagsfestivalen Malmö	Malmö	RFSL Malmö
✗ Regnbuedagene (Bergen Pride)	Bergen	LLH Bergen & Hordaland
✓ Reykjavik Gay Pride	Reykjavik	Reykjavik Gay Pride
✗ Roslagen Pride	Roslagen	RFSL Roslagen
✗ Säffle Pride	Säffle	Promotorerna
✓ Sápmi Pride	Sápmi	Queering Sápmi
✗ Skövde pridefestival	Skövde	Pride Skaraborg
✗ Snow Pride Skellefteå	Skellefteå	Snow Pride Skellefteå
✗ Söderhamn Pride	Söderhamn	Söderhamn Pride
✗ Springpride	Eskilstuna	Eskilstuna Marketing AB
✗ Stockholm Pride	Stockholm	Stockholm Pride Organisation
✗ Tornedalen Pride	Pajala	Tornedalen Pride
✓ Ume	Umeå	Queerförvaltningen Umeå
✗ Värmland Pride	Karlstad	RFSL Värmland
✗ Västeraås Pride	Västeraås	Västeraås Pride
✗ Växjö Pride	Växjö	Växjö Pridefestival
✗ West Pride	Göteborg	Westpride

InterPride Region 13		
IP Pride Event	City	Pride Organizer
✗ Amersfoort Pride	Amersfoort	Stichting Amersfoort Pride
✓ Amsterdam Pride	Amsterdam	Stichting Amsterdam Gay Pride
✗ Antwerp Pride	Antwerp	Antwerp Pride vzw
✗ DIVERSITY PARADE - Marche des Fiert	Arras	Artogalion
✗ Dordrecht Pride	Dordrecht	Dordrecht Pride
✗ Festival et Marche des fiert	Toulouse	Arc en Ciel Toulouse
✗ Gay Cirkus	Avignon	Gay Cirkus
✓ Gay Pride Paris	Paris	Inter-LGBT
✓ GAYMAT	Esch-sur-Alzette	Rosa Lëtzebuerg
✗ Les Fiert	Namur	Fiertés Namuroises asbl
✗ Les Folies Gourinoises	Gourin	Festygay
✗ Lesbian & Gay Pride Angers	Angers	Quazar
✗ Lesbian & Gay Pride Basse Normandie-Marche des fiert	Caen	Centre LGBT de Normandie
✗ Lesbian & Gay Pride Biarritz	Biarritz	Lesbian & Gay Pride Biarritz Impact
✗ Lesbian & Gay Pride Bordeaux	Bordeaux	Lesbian & Gay Pride de Bordeaux
✗ Marche aixoise de la visibilit	Aix en Provence	Aix Vanguard
✗ Marche Arc en Ciel	Chalon-sur-saône	Rainbow
✗ Marche de l'	Orléans	Centre LGBT Orléans
✗ Marche des Diversit	Montpellier	Lesbian & Gay Pride Montpellier Languedoc-Roussillon
✗ Marche des fiert	Dijon	Cigales
✗ Marche des fiert	Grenoble	Centre LGBT de Grenoble Cigale
✗ Marche des fiert	Auxerre	Traits d'Union
✗ Marche des fiert	Lille	Lesbian & Gay Pride de Lille
✗ Marche des fiert	Nancy	Collectif LGBT Lorraine
✗ Marche des fiert	Lyon	Lesbian & Gay Pride de Lyon
✗ Marche des fiert	Poitiers	Collectif LGBTI Vienne Deux Sèvres
✗ Marche des fiert	Rouen	Laisse Bien Ta Gaiet
✗ Marche des fiert	Tours	Centre LGBT de Touraine
✗ Marche des fiert	Rennes	Centre LGBT Rennes
✗ Marche des fiert	Le Mans	Homogene
✗ Marche Europ	Strasbourg	Festigays
✗ Mijnstreek Pride	Heerlen	Eurorue
✗ Pink Parade	Nice	AGLAE/Centre LGBT Côte d'azur
✓ Pride de Nantes	Nantes	Centre LGBT de Nantes
✗ Pride Marseille	Marseille	collectif Idem
✗ Pride Metz	Metz	Couleurs Gaies
✗ Rotterdam Pride	Rotterdam	Rotterdam Pride
✗ Roze Maandag	Tilburg	Stichting Roze Maandag
✗ Roze week Alkmaar	Alkmaar	1811 Dance & Drinks
✗ Roze Woensdag	Nijmegen	Stichting Roze Woensdag
✗ Roze Zaterdag 2014	Eindhoven	
✗ Roze Zaterdag 2015	Maastricht	Stichting Maastricht Colours You 2015
✗ Roze Zaterdag Nederland	Amsterdam	Stichting Roze Zaterdag
✗ The Belgian Pride	Brussels	The Belgian Pride vzw/asbl
✗ Wath	Den Haag	Stichting Wath