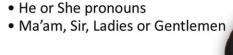
#### HERE'S AN EXTRA TIP:

## TIP CARD

**DID YOU KNOW** that 25% of Americans know someone who uses gender inclusive pronouns like they, them or their?

If you are a customer facing professional wanting to be respectful of transgender and gender nonbinary folks, here are a few inclusive suggestions for pronouns and phrases:

## INSTEAD OF GENDER SPECIFIC TERMS SUCH AS:



# TRY INCLUSIVE ALTERNATIVES LIKE:

They, Them or Their pronounsMy Friends, Folks, You All,

or use actual names

#### **GIVE IT A TRY!**

Many will notice and appreciate your awareness and respect.

> Shell Roth, M.Ed SRoth@ShellRoth.com