

The Boston Alliance of Lesbian, Gay, Bisexual, Transgender, Queer Youth ([BAGLY](#)) is a youth-led organization committed to social justice and activism for programs, policies and services made for queer youth. With over 40,000 youth served within their organization for over 40 years, we can say that BAGLY is the definition of living audaciously.

Simply existing as a queer person elicits shock and wonder. It takes audacity to be out and to be your true authentic self, and BAGLY has just that. And there's no one better to share how to live audaciously than our youth members from BAGLY. On behalf of the organization, we wanted to find innovative ways to help raise the profile of BAGLY, generate awareness, elevate visibility on their programming and services, and increase donations to keep them continuing their legacy.

We collaborated with a ton of brilliant queer creators to bring to fruition: BAGLY's Guide for Audacious Living. Our very own BAGLY alum and RuPaul's Drag Race star, Jujubee, acts as our host in an ultra-campy, mega-glam take on a how-to video—full of tips straight from the mouths of our own youth members. In addition to bringing their impactful mission to life in a video, we also carried their messaging through social media and OOH placements. This campaign was born out of the generosity of our production and media partners, as well as members of the Boston queer community—all raising their hands without question to help to boost the various voices that BAGLY represents.

Unlike many aww-look-at-the-poor-queer-youth PSA campaigns we normally see (which, of course, have their place), the unapologetic audacity that exudes from the youth members is incredibly refreshing. BAGLY is saying: we're out and proud, and we are wasting no time explaining ourselves because we're doing the work. And that kind of confidence empowered people to put more donations towards the mission that they continue to drive forward. As a result, BAGLY saw a 175% increase in individual donations in their end-of-year giving data and many of BAGLY's partners and donors were inspired to get more involved in the queer community and push for better change driven by this campaign.

From providing impactful youth programming for the community to their much-needed clinical & mental and behavioral health services to their fight against queer homelessness with their Host Homes Program, BAGLY is an incredible LGBTQ+ organization that is for and by the youth. We're honored and proud to be their partner and to support their vision on creating safe spaces and platforms for queer youth and the queer community.

If you would like to help keep BAGLY as audacious as ever, please donate at bagly.org/donate.