

Marriage Equality: A Social Movement Success



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Ancient History (pre-2004)

- State-by-state legal challenges
 - Earliest in 1972 (*Baker v Nelson*)
- Protest actions
 - 1987: The Wedding
- Alternative forms of recognition
 - E.g. civil unions, domestic partnerships
- Private commitment ceremonies



Social Movement Hesitation

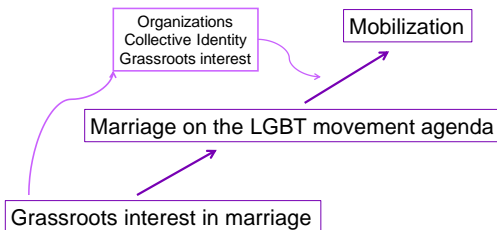
- Strategic concerns
 - Strong, organized opposition from Religious Right
 - Prioritizing other issues
- Ideological concerns
 - Is marriage assimilationist?



From Grievance to Claim



From Claim to Mobilization



From Claim to Mobilization

From Claim to Mobilization

Organizations
Collective Identity
Grassroots interest



COME OUT FOR EQUALITY
NATIONAL COMING OUT DAY

From Claim to Mobilization

Organizations
Collective Identity
Grassroots interest



Legal & Cultural Benefits

Organizations
Collective Identity
Grassroots interest



Legal & Cultural Benefits

Organizations
Collective Identity
Grassroots interest



Legal & Cultural Benefits

Organizations
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Making a Play for Hearts and Minds

Expected to matter
Organizations
Collective Identity
Grassroots interest

Mattered in hindsight
Framing & Protest Strategies
Foundation Funding
Favorable Legal Opportunities

Mobilization

Tactical Innovation

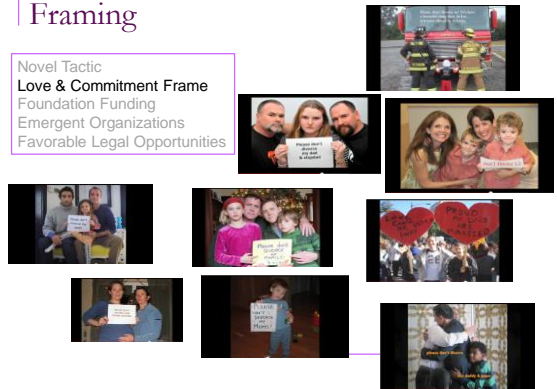
Novel Tactic: getting married
 Love & Commitment Frame
 Foundation Funding
 Favorable Legal Opportunities



Chronicle / Getty Images

Framing

Novel Tactic
 Love & Commitment Frame
 Foundation Funding
 Emergent Organizations
 Favorable Legal Opportunities



New Funding

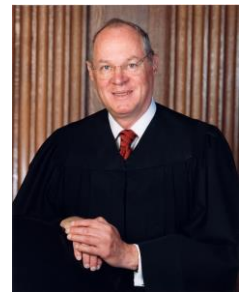
Novel Tactic
 Love & Commitment Frame
 Foundation Funding
 Favorable Legal Opportunities



- ❑ Civil Marriage Collaborative, a collaboration of 8 private foundations, contributed \$20M between 2003 and 2014 for research, public education campaigns, and other activities
- ❑ Overall increase in annual funding for marriage equality:
 - ❑ \$2M in 2002 → \$12M in 2012

New Funding & Opportunities

Novel Tactic
 Love & Commitment Frame
 Foundation Funding
 Favorable Legal Opportunities



Political Opportunities

- Late emergence of favorable political climate



Learning from defeat

- Love and commitment frame emergence in 1990s





Chronicle / Lisa Thompson/Red

Opposing Movements



What's next?

#LoveWins  or  #morethanmarriage 



The Chronicle / Lacy Abina

Thank you.



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