

TGEU launches strategic messaging toolkit for transfeminist solidarity

[publication](#), [advocacy resources](#), [women's rights](#)

Are you a feminist looking for practical tools to engage in conversation with more hesitant peers? Do you want to better understand the tensions in feminist spaces and develop effective messaging on trans rights? This toolkit is for you.

The messaging toolkit is a part of TGEU's 'In This Together' strategic communications project. It provides feminist allies with a detailed analysis of language, arguments, and messaging, grounded in research, input from TGEU partners and member organisations across Europe, and focus group message testing. The research focused on which concerns arise most often, which values create common ground, and which messages are most successful in building transfeminist solidarity.

What you will find inside:

- Key shared values that create common ground across feminist movements
- How to talk about transfeminist history and shared struggle
- How to hold space for disagreement and uncertainty
- Messaging guidance on common fears and concerns: fear of erasure, scarcity mindset, safety concerns, and fear of being misunderstood
- Why equality — not inclusion — is the more effective frame

[get the toolkit](#)

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We work across Europe and Central Asia to advance trans rights, build strong communities, and drive change through research, advocacy, and community-building.

Your donation helps us continue this vital work — defending trans lives, amplifying trans voices, and advocating for justice every day.

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