

just married

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**FISCAL PARTNERSHIP PROPOSAL  
OCTOBER 2023**

# The JustMarried Project

**JustMarried weaves together the love stories that changed  
the compassion and consciousness of our nation–  
winning marriage equality**

**A moving, and at times, heart-breaking look at the  
extraordinarily brave, across 7 decades,  
who come out and open their private lives–  
to the scrutiny of a nation –in order to convince  
politicians, preachers and the public of their right  
to history’s most cherished institution–marriage**

**A human right that we must protect**



The JustMarried Project is a multi-platform treasure trove of real life narratives–  
**a collection of stories that didn't exist, until now–**  
which combined, reveals, completely and honestly, the fight for  
**love, dignity** and **human inclusion**

Designed to celebrate the 10th anniversary of Marriage Equality, this project will also  
preserve an LGBTQ+ history–of critical importance at this moment in time when:

- Book bans and laws designed to erase our existence are at an historic high
- A newly conservative Supreme Court is threatening to take back our newly found human rights
- One of the largest states in the union is criminalizing the mere mention of us in schools

## JustMarried and Family Equality Partnership Proposal

Collaboration with partner organizations at the state and national level was the centerpiece of Freedom to Marry's work to win marriage from its very inception. By providing fiscal sponsorship, Freedom To Marry helped the smaller organizations and campaigns to move much more quickly. The JustMarried Project's goal is to release the book and podcast, based on over 7 decades of stories, before the 2024 election to aid in creating a positive climate and activate voters.

The team at GoodDoxie, producer of **The JustMarried Project** is proposing a fiscal and promotional partnership between Family Equality and JustMarried.

This partnership will help to bring about the book portion of our project as quickly and efficiently as possible. The effectiveness of many of the stories in the collection prior to 2015 was:

- People came out- gave our community solace that there were more people out there like them
- Activated our community
- Activated allies
- Created new allies

Family Equality understands the power of storytelling, using the stories of families and family formation to connect with and empower others.

JustMarried is a finite project and we are proposing a structured and collaborative, fiscally sponsored partnership for the book portion of the project. We have potential interest from educational and historical preservation grants, but in order to capitalize on these in time, we need to partner in order to avoid establishing a new corporate nonprofit entity with IRS registration. Using a fiscal sponsor allows us to create a place for funds to be deposited, checks to be written for production, freelancers, PR contractors, and other costs related to the book portion of the project.

**Housed under the auspices of Family Equality's 501(c)3 status solely for the purpose of allowing JustMarried to, for a finite amount of time, accept these types of funds:**

- Educational and historical preservation grants
- Select personal and corporate charitable contributions

**Family Equality, as the fiscal sponsor, will not provide funding to The JustMarried Project. Just the opposite - Family Equality will benefit by:**

- Receiving 3-7% industry standard commission for all funds received on behalf of The JustMarried Project.
- Receiving a percentage of all publisher book sales.
- Being a sponsor of JustMarried's **Get Engaged** page, rolling out in October 2023, which lists national and local LGBTQ+ organizations that people can volunteer for, get involved with, and donate to. This page will be mentioned and the sponsor thanked at the end of each podcast episode.
- Giving Family Equality's donors big news of their efforts supporting this book of historical importance.
- Having access to social media content from the book to advance their public education work re: why marriage equality is so vital for our community in addition to 1138 rights and protections granted within. From 2004 when Hillary and Julie Goodridge won the right to marry in Massachusetts, to Jim Obergefell winning federal marriage equality, through today, approval for our right to marry has moved from -60% to +71%. These stories, and many others are featured in the book.
- Receiving continued exposure via the book which has a projected shelf life of 20 to 30 years given its unique historical relevance as a collection unavailable anywhere else.

**The MOU will establish:**

- The creation of a collaborative PR strategy between each communication team with clear objectives, strategies, and roles to ensure an efficient rollout.
- A timeline of termination of the partnership, ideally 3-6 months after the book release date.
- A relationships such that JustMarried will invest resources into the partnership rather than drawing funds from Family Equality, reinforced by our identity as a finite entity aimed at publishing and promoting the book, then closing, rather than perpetuating itself.
- Financials and Documentation Process along with who will be granted authority to approve invoices and expenditures.
- Compensation for all book freelancers will be negotiated by GoodDoxie Studios, Producer of The JustMarried Project, with each individual contractor in alignment with industry standards for all writers, designers, researchers, editors, photographers, in-house print producers, digital producers, and IT support.
- No deficit spending will be allowed.

Frankie Frankeny, creator of **The JustMarried Project** and founder of **GoodDoxie Studios**, has produced and co-produced over 80 books– designed for longevity. Many of these titles are best selling, national and international award-winners for adults and children.



### **Great Greens: Fresh, Flavorful and Innovative Recipes**

Great Greens was created for Epic Roots, Inc. as a way to debut the company’s field-grown green, maché, to the U.S. written by Georgeanne Brennan, a James Beard and Julia Child award-winning author. The book received coveted media attention including the *New York Times Magazine* and three spots on *Martha Stewart Living TV*.

### **The Art of the Bar: Cocktails Inspired By The Classics**

This unique tome was written from the perspective of the bartender, creating cocktails inspired by the classics in a gastronomically diverse culture. Awarded Best New Cocktail Book, **Tales of the Cocktail**, the most prestigious U.S. award in the liquor industry. Featured in *People Magazine*’s holiday gift guide, in *Daily Candy*, and countless articles around the world, the book’s extensive media acclaim continues. Eight years after its initial launch, the *LA Times* listed it as the **Six Essential Cocktail Books** for the home enthusiast.

### **The Seven Stars Cookbook**

Awarded Best Corporate Book, USA at the prestigious **Gourmand International Book Awards** and featured on *NPR*, Seven Stars was produced for Caesars Entertainment and showcases over 100 well-known chefs from the brand’s resorts.

### **Soups On:**

Designed as a benefit book for NextCourse, a non-profit organization with a mission of reducing rates of inmate recidivism. Soups on was able to bring much needed attention to NextCourse via the multitude of celebrity chefs and well-known authors participating– as well as donate thousands of dollars of profits from the book’s royalties.

### **Wookie Cookies: The Star Wars Cookbook:**

The first Star Wars Cookbook, Wookie Cookies, sold over 100,000 copies and is still in print two decades later. Wookie Cookies was designed for generations of fans to cook and play together.

### **The Green Eggs & Ham Cookbook:**

Like Frankeny’s Star Wars Cookbook, this Dr. Seuss offspring also sold over 100,000 copies with health and fun recipes by Georgeanne Brennan.

### **Additional works:**

[12 and Up](#)

[Adult/Children Crossover](#)