

What is the 21-Day Challenge?

The 21-Day Challenge is designed to create dedicated time and space to build more effective social justice habits, particularly those dealing with issues of race, power, privilege, and leadership. We have adapted our own interactive opportunity for members of our community to engage in meaningful ways toward creating a more just community for all. Daily communication will feature relevant topics with ways to engage, act, reflect, and inspire in a meaningful way around a unifying principle.

Participants will receive a certificate upon completion as well as 21-Day Challenge T-Shirt.

How does the 21-Day Racial Equity Challenge work?

Each day during the Challenge (weekends included) participants will receive an email with a brief explanation of the day's racial equity or social justice-related topic, and links to educational resources (in the form of articles, podcasts, or videos). Participants commit to exploring at least one of the content options, each of which will require only 10-15 minutes of time. The daily emails will also reflection questions and action items for you to continue the work of racial equity and social justice outside of the challenge content.

This new initiative will lead up to the Race Against Racism. Participants taking part in the 21-Day Challenge will be encouraged to run or walk the Race Against Racism within the 21-day period, however, it is not mandatory. More information about the Race Against Racism and submitting race times can be found on the YWCA website at www.ywcahbg.org/events.

How does participating in the challenge benefit me or my organization?

Participation in an activity like this helps us to discover how racial inequity and social injustice impact our community, to connect with one another, and to identify ways to dismantle racism and other forms of discrimination.

It also allows organizations to engage with their teams while working remotely toward a better culture of diversity, inclusion, systematically creating meaningful dialogue about racial and social justice.

How do I sign up? How can I sign up my team or organization?

To sign up for the 21-Day Racial Equity and Social Justice Challenge, simply visit <https://conta.cc/3pS6wtt> or find the link on our social media or website.

- ***Individuals*** can sign up via the challenge landing page.
 - Registration is \$30/individual.

- ***Organizations can participate, too!***
 - Team registrations is \$20/individual team member.
 - Cost associated with organizations vary. Sponsorships that include free 21-Day Challenge participation entries are available.

I am coordinating my team or organization's participation in the Challenge. What do I have to do?

A sincere thanks to everyone who is leading their employees and colleagues through the 21-Day Racial Equity and Social Justice Challenge!

A group toolkit will be sent out to all team coordinators in March to prepare you to engage with your employees or team members and answer any questions you may have about how the teams will work.

We will be providing a Zoom “Prep Talk” open to all Challenge Coordinators on March 22nd. We understand that leading this discussion may seem overwhelming so we are here to help and support in any way that we can.

First, determine how your workplace will sign up your team members. **There are three ways to sign up:**

1. **Complete the registration form individually or include each group member**, with a limit of 25 on the online registration form. If the list of participants exceeds 25, please email a list of all employee names and work email addresses to Monica at mflickinger@ywcahbg.org.
2. **Have a team member lead the Challenge internally** by forwarding the daily email or downloading the day’s challenge information to send to staff via email, intranet, or other employee relations system. This will allow your organization to create inward facing dialogue around the topics while continuing your work internally.
3. **You may elect to cover the cost of a predetermined amount of your staff.** Please reach out to us to arrange participations details.
4. **Direct team members to our website to register as individuals.**

If you choose to email your employees’ names and email addresses to Monica, be sure you alert them to the Challenge beforehand, as they will receive an immediate email confirmation of their participation.

More information about organizations can be found below! If you have any questions not addressed in this FAQ in the meantime, please email your inquiry to Monica.

What can I expect from my participation?

What happens after I sign up?

Individuals who sign up will immediately receive a confirmation email. To ensure emails are received regularly, participants are encouraged to flag this email address as “approved” to ensure emails don’t end up in spam folders.

For those signing up for a group, they will receive a confirmation email of the team’s registration, but individual team members **will not** receive a confirmation email, unless they register individually.

Where does the content for each day of the Challenge come from? Who selected the articles and videos?

The YWCA staff have spent months researching, proposing, and selecting the content that will be used in our Challenge. We wanted the challenge to reflect our mission and ensure each resource we share is freely accessible online and available to you via a direct link in each day’s email.

Can I start after the launch date? What happens if I sign up late or can’t begin the Challenge on April 5?

Although many individuals and organizations will be learning together during the 21 days from April 5 – 25, this timing may not work for everyone who wants to be involved. For those who sign up late, or want to explore the challenge well after it’s over, the full 21 days of content will be linked to the landing

page, where you can catch up, go at a slower pace, or if you are a Challenge Coordinator, share with your workplace at a different time.

Will participants receive emails on the weekends?

Yes, during the 21-Day Racial Equity Challenge, participants will receive new emails every day of the week from April 5-25.

It is up to participants or Challenge Coordinators to set the tone their team's participation. We respect and understand participation at all levels. No one is penalized for not clicking a link, listening to a podcast, or participating in an initiative, etc.

What do I do if I do not receive one or more of the emails?

Some email systems have security measures that categorize mass emails as "spam" or "junk." Emails will come from YWCA Greater Harrisburg (or on some email servers from Monica Flickinger) at mflickinger@ywcahbg.org. To ensure the challenge emails get through any blocking software, flag [the](mailto:mflickinger@ywcahbg.org) email address as "approved" in the junk/spam folders. Check your spam folder to make sure it is not going to that inbox.

If spam/junk email boxes aren't the problem, please email Monica. We may ask you to confirm your email address to ensure your information is correctly reflected in the daily email lists.

Joining Together!

How do I invite others to join the Challenge?

Direct friends, family members and colleagues to sign up at <https://conta.cc/3pS6wtt> or encourage them to find the link on our social media or website. Or share the official social media graphic to announce your support of the Challenge and to engage others in our community!

Teams and Organizations!

How do I alert my employees that they are signed up?

All-staff meetings, departmental/team meetings, all-staff emails, and intranets are all great ways to share the news that your organization is participating in the 21-Day Racial Equity and Social Justice Challenge and encourage other employees to sign up as well.

My organization's employees signed up on their own, how will I be able to tell which of my employees are participating?

Challenge coordinators can assess the number of employees participating from your workplace, as long as they sign up with their work email addresses. Simply email Monica at mflickinger@ywcahbg.org with a request for the number of sign-ups from your organization, and provide your work email extension (the part of the email address after the name).

How do I engage with my teams here in my challenge?

A group toolkit will be sent out to all team coordinators in March to prepare you to engage with your employees or team members and answer any questions you may have about how the teams will work. If you have immediate questions in the meantime, please email Monica at mflickinger@ywcahbg.org.

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Providing Feedback!

How do we/I provide feedback on the Challenge?

Email Monica at mflickinger@ywcahbg.org at any time to provide feedback or ask questions. Please allow us 24-48 hours to get back to you (especially over the weekend). We also encourage you to take the pre-challenge survey and the post-challenge survey.