

How do I sign up?

To sign up for the 21-Day Racial Equity Challenge, simply visit 21daychallenge.givesmart.com or find the link on our social media or website.

- **Individuals** can sign up via the challenge landing page.
- **Organizations** have 3 options for engagement:
 1. Complete the registration form individually or include each group member
 - a. Ex: If you have 12 participants, enter a quantity of 12 under registration. You will then be able to enter the names of emails of the 12 participants. When it's time to checkout, make sure to enter the code TEAMCHALLENGE (look for "Have a discount code? Click here to enter it), and \$10 will automatically be deducted from each registration.
 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
 3. Direct team members to our website to register as individuals.

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.

How does participating in the challenge benefit me?

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

Information comes from the YWCA USA Until Justice Just Is program. Each resource we share is freely accessible online, available to you via a direct link in each day's email, and features interesting and relevant information on topics selected for 2024 which include bodily autonomy, women's financial empowerment and caregiving, gun violence and transportation.

Content criteria included:

- Each piece of content should take no longer than 10-15 minutes to consume.
- Both local and national content.
- Available online via a direct link.
- Freely accessible online (no paid subscription required).

How does the 21-Day Racial Equity Challenge work?

Each day during the Challenge, participants will receive an email with a brief explanation of the day's racial equity-related topic, and links to educational content (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 include additional opportunities for reflection or taking action.

Can I start after the launch date? What happens if I sign up late or can't begin the Challenge on April 9?

Although many individuals and organizations will be learning together during the 21 weekdays from April 9-29, 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 material be linked to the landing page and each day's email, where you can catch up, go at a slower pace, or share with your workplace at a different time.

How do we/I provide feedback on the Challenge?

Email jsands@ywcahbg.org at any time to provide feedback or ask questions. Please allow Challenge organizers 24-48 hours to get back to you (and perhaps longer over the weekend).

How do I invite others to join the Challenge?

Direct friends, family members and colleagues to sign up at 21daychallenge.givesmart.com 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.

I am coordinating my 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 Challenge!

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
Ex: If you have 12 participants, enter a quantity of 12 under registration. You will then be able to enter the names of emails of the 12 participants. When it's time to checkout, make sure to enter the code TEAMCHALLENGE (look for "Have a discount code? Click here to enter it), and \$10 will automatically be deducted from each registration.
2. Have a team member lead the Challenge internally by forwarding the daily email or downloading the day's challenge form and send to staff via email, intranet, or other employee relations system;
3. Direct team members to the website to register as individuals.

If you have any questions not addressed in this FAQ, please email your inquiry to jsands@ywcahbg.org.

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 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 Jennifer at jsands@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? 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.