

# YOUR GUIDE TO TAKING ACTION FOR EQUAL PAY



Whether you want to run your own Equal Pay Day event or just show your support and spread the word, this guide will connect you with the ideas and resources you need to make it happen.

All the materials referred to in this guide can be found at [equalpaycoalition.org/take-action](http://equalpaycoalition.org/take-action)

Important: Tell us about your planned activities and we can share your photos and information on our website and social networks!

In this guide:

<b>WHY TAKE ACTION ON EQUAL PAY DAY?</b>	<b>2</b>
<b>SHOW YOUR SUPPORT AND SPREAD THE WORD</b>	<b>2</b>
In the workplace or school	2
Tweet and Post	3
Contact local or national media	3
Use the Equal Pay avatar	3
Use this avatar on Facebook or Twitter:	3
Workshops and presentations	4
<b>RUN AN EQUAL PAY DAY EVENT</b>	<b>4</b>
Who do I reach out to for events and online?	4
How to create a Facebook event	4
Download the sign-up sheet	6
Plan a flash mob	6

## WHY TAKE ACTION ON EQUAL PAY DAY?

We need to pressure governments and businesses to step up and close the gender pay gap once and for all.

Hosting events, even the smallest ones, means building connections - between people and between issues. Closing the gender pay gap involves many intersecting issues such as raising minimum wage, affordable and accessible childcare, access to collective bargaining, employment equity and more. It's a unique issue that can bring together diverse communities to push together for the greater good.

The gender pay gap is a deep-rooted cultural problem. Equal Pay Days ensure we continue the momentum of closing the gap. We're talking about transformational change, not just winning an isolated campaign. That's why our job did not end with the Pay Equity Act was introduced in 1986.

We're in this together!

## SHOW YOUR SUPPORT AND SPREAD THE WORD

You can find all the materials referred to below at [equalpaycoalition.org/take-action](https://equalpaycoalition.org/take-action).

### **In the workplace or school**

- Print out our flyers and hand them out or post them at your work or community centre.
- Print out info sheets on Equal Pay Day.
- Show one of our videos and have a group conversation about the gender pay gap in Ontario.
- Wear Equal Pay Day buttons at work and dress in red to make the point that women are "in the red" in terms of their pay.

## Tweet and Post

- If you're not already, follow us on [Twitter](#) and [Facebook](#). We're EqualPayON. Re-post/tweet our posts or create your own. Sample tweets:
  - Women in Ontario on average earn 31% less than men. Ontario, time to close the gender pay gap! #EqualPayDay
  - Please Retweet: I believe in equal pay for women in Ontario #EqualPayDay [bit.ly/1fdeQqX](http://bit.ly/1fdeQqX)
  - Please Retweet: I believe in an Ontario without a gender pay gap #EqualPayDay [bit.ly/1fdeQqX](http://bit.ly/1fdeQqX)
  - Please Retweet: The gender pay gap is a human rights violation#EqualPayDay [bit.ly/1fdeQqX](http://bit.ly/1fdeQqX)
  - Governments and employers need to develop a concrete plan to close the gender pay gap #EqualPayDay [bit.ly/1fdeQqX](http://bit.ly/1fdeQqX)
  - Women's poverty impacts everyone #EqualPayDay
  - The gender pay gap impacts everyone #EqualPayDay

## Contact local or national media

Find sample letters and op-eds at [equalpaycoalition.org/take-action](http://equalpaycoalition.org/take-action)

- Send a letter to the editor, or write an op-ed about Equal Pay Day.
- Get in touch with your local college or university and find out how to put an article in the school newspaper. Write about Equal Pay Day.

## Use the Equal Pay avatar

Use this avatar on Facebook or Twitter:



## Workshops and presentations

If you give enough notice someone from the Equal Pay Coalition may be able to come to your school, organization, community centre to give a pay equity workshop. Email us: [info@equalpaycoalition.org](mailto:info@equalpaycoalition.org)

## RUN AN EQUAL PAY DAY EVENT

### Who do I reach out to for events and online?

1. Start with people you know:

Phone or email your friends, family, neighbours and coworkers to invite them to come to your event or sign the closing the pay gap declaration online ([bit.ly/1fdeQqX](https://bit.ly/1fdeQqX)).

2. Branch out:

Consider reaching out to organizations in your community who are working on a variety of issues related to closing the gender pay gap, such as unions, women's centres, child care groups, anti-violence against women groups, LGBTQ centres, business associations etc.

### How to create a Facebook event

#### Create Your Event:

Click **Events** in the left menu of your homepage.

Click **Create Event** in the top right.

Fill in the information for your event.

**Name:** Equal Pay Day [insert town name]

**Details:** Feel free to write your own event description or cut & paste this: Although pay equity is the law in Ontario, women, on average, earn 31% less than men. This pay gap affects women of all ages and education levels.

Women are often paid less, even when their skill, effort, responsibility and working conditions are similar to men's. Women of colour, Aboriginal women and women with disabilities face the worst discrimination.

If you believe in building an Ontario where men and women are equal, then we need your help for a major push to close the gap for good.

### **Equal Pay Day is April 16th, 2014**

Equal Pay Day illustrates how far into the next year a woman must work to earn the same amount a man made in the previous year.

Join us at our [\[rally, panel, presentation, flash dance, etc\]!](#)

**Where:** Fill in your event's location

**When:** Fill in the time of your event.

#### **Privacy Setting:**

##### **Choose from the following options:**

- **Public** - anyone can find the event
- **Friends of Guests** - only friends of people attending can find the event
- **Invite Only** - only those that you or your guests invite can find the event

**Tick:** Guests can invite friends.

**Invite Friends:** Click Invite Friends in the bottom left of the dialogue box and select the friends you want to invite.

**Click Create.** Your event is created!

Send your Facebook event URL to [info@equalpaycoalition.org](mailto:info@equalpaycoalition.org) us so we can be sure to share it on our Facebook page as well!

## Download the sign-up sheet

At your events, get people to sign the Declaration for Pay Equity ([equalpaycoalition.org/equalpayday](http://equalpaycoalition.org/equalpayday)) with this template signature collection sheet: [www.equalpaycoalition.org/wp-content/uploads/2013/03/Declaration-sign-up-sheet.pdf](http://www.equalpaycoalition.org/wp-content/uploads/2013/03/Declaration-sign-up-sheet.pdf)

## Plan a flash mob

A flash mob is a group of people who assemble suddenly in a public place, put on a performance (e.g. a dance, a skit etc), then quickly disperse, often for the purposes of public awareness on an issue. Here's an example of a flash mob from the US on Equal Pay Day: <https://www.youtube.com/watch?v=YpzlaAOSJRQ>

Flash mobs can be a really fun, playful way to get a message out. But, it can take a bit of planning. Here are some tips:

1. Have a clear-cut goal (what specific message do you want to send?)
2. Create a compelling act that supports your goal. Use humour and have some entertainment value.
  - the linked American flash mob used themed songs that worked very well with the message (e.g. Hard Knock Life, Working 9 to 5, etc.)
3. Plan a date and location with a built-in crowd
  - think public squares, city hall etc.
4. Visit your site and attend to logistics
  - you need to bring a PA then you need to make sure you have a power source!
5. Invite people
  - Start with your own networks and contact the coalition to see who's in your area! Reach out to organizations that might be interested.
6. Practice if necessary
  - If it's not reasonable to get everyone together to practice, at least visit the site with some of the key organizers to figure out how you will lead the flash mob
7. Have fun!!