



# Equal Pay Day Toolkit

This **toolkit** provides information on Equal Pay Day, the symbolic day when women's earnings - 80 cents to men's dollar - finally catch up to men's earnings from the previous year. This year, Equal Pay Day falls on April 4<sup>th</sup>, so mark your calendars and learn about ways to "celebrate" Equal Pay Day and help fight for equal pay and women's equity!

## Connecticut Women's Education and Legal Fund (CWEALF)

CWEALF is a statewide non-profit organization dedicated to empowering women, girls and their families to achieve equal opportunities in their personal and professional lives. Since 1973 CWEALF has worked to advance women's rights and opportunities in Connecticut. To learn more, visit: [www.cwealf.org](http://www.cwealf.org)

# How To Get Involved

Equal Pay Day is an incredible opportunity to bring awareness to the issue of equal pay while also taking action right here in Connecticut to support women and girls!

Here are some ideas to help you get started:

**1. Recruit a local business to donate proceeds or a percentage of proceeds from purchases on Equal Pay Day to CWEALF.**

**2. Host an “unequal” bake sale!**

- At “unequal” bake sales, women receive a 20% discount (one percent for each cent of the gender pay gap) while men are required to pay full price. This both raises awareness and provokes conversation about equal pay!
- Find a public space and make sure the items are sold according to the gender wage gap.
- Share information about CWEALF and Equal Pay Day at the event. Use the [CWEALF flyer](#)  
AND
- Donate proceeds to CWEALF!

**3. Learn more about the [equal pay bill](#) introduced by Rep. Derek Slap this legislative session.**

Contact [your legislator](#) to share your support of this bill and equal pay for women!

**No matter what you do on Equal Pay Day – let CWEALF know of any business support or events you are a part of and we can promote them!** Email [cwealf@cwealf.org](mailto:cwealf@cwealf.org) and we are happy to help in any way to build support for Equal Pay Day.

# How To Recruit Local Businesses to Support Equal Pay Day

## Make connections

- Think of businesses you already have contact such as your local coffee shop or breakfast spot. You can also think of women-owned businesses that you frequent!

## Connect with the right person

- Ask in person at the place of business who might be best to speak to about partnering with CWEALF to celebrate Equal Pay Day and support women and girls in Connecticut. If the manager/owner isn't available, make sure to follow up on when and how to contact them with your request.

## Educate and Advocate

- Use and personalize these talking points:
  - April 4<sup>th</sup> is Equal Pay Day – the symbolic day when women's earnings -80 cents to men's dollar - finally catch up to men's earnings from the previous year.
  - Nationally, women still make only 80 cents to each dollar that a man makes. In Connecticut, women make just 83 cents to each man.
  - Share how the gender pay gap has affected you personally or why this is an important cause to you.
  - As a local business, you can show your solidarity with women and girls in our community by supporting the non-profit the Connecticut Women's Education and Legal Fund (CWEALF) on Equal Pay Day.
  - For 43 years, CWEALF has advanced women's rights and opportunities through direct service, policy and advocacy and research. They make a difference every day to empower women and girls!

- You can support Equal Pay Day and support CWEALF by donating proceeds on April 4<sup>th</sup>!
- As a supporter of Equal Pay Day and CWEALF, CWEALF will promote your business through a Facebook event and share it with all of their supporters across the state. What a great way to get attention and support for your own business!
- Use the [CWEALF flyer](#) and share the commitment form at the end of the Toolkit.

### **Say “thank you!”**

- Remember to say ‘thank you’ and inform the business that they will receive promotion from CWEALF about their participation in Equal Pay Day.
- Visit the business on Equal Pay Day to share pictures to social media and express your gratitude, or post about how cause and local business to your friends!
- Coordinate with CWEALF to pick up the donation from Equal Pay Day at the business.

# Quick Facts on the Gender Wage Gap

- The gender wage gap in Connecticut has narrowed over the last several decades, but women in the state who work full-time, year-round still earn considerably less than men no matter their occupation.
- Nationwide, women make 80 cents on the dollar to men and in Connecticut women make 83 cents on the dollar to men.
- The gender wage gap is even larger for women of color. African American women in Connecticut are paid 59 cents, Latinas are paid 48 cents and Asian women are paid 80 cents for every dollar paid to white, non-Hispanic men.
- On average, Connecticut women employed full time lose a combined total of more than \$5.5 billion every year due to the wage gap.
- The gender wage gap persists regardless of industry or education level and exists within occupations.
- Research attributes 62 percent of the gap to industry differences; differences in education; and factors such as location and unionization. Thirty eight percent of the wage gap is unaccounted for and can only be explained by factors such as unconscious bias and discrimination.
- Pay discrimination begins early in a woman's career: a report by the AAUW found that one year after college graduation, women earned 82 percent of what their male counterparts earned.
- Without action, the gender wage gap in Connecticut is not expected to close until 2061.

## Sources:

- National Partnership for Women and Families. (2016). Connecticut Women and the Wage Gap. Retrieved from: <http://www.nationalpartnership.org/research-library/workplace-fairness/fair-pay/4-2016-ct-wage-gap.pdf>
- AAUW. 2017. The Simple Truth About the Gender Pay Gap. Retrieved from: <http://www.aauw.org/resource/the-simple-truth-about-the-gender-pay-gap/>
- Commission on Women, Children and Seniors. 2016. Gender-Based Wage Gap in Connecticut. Retrieved from: <https://ctcwcs.files.wordpress.com/2017/01/wage-gap.pdf>



## Thank you for supporting Equal Pay Day and CWEALF!

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

On April 4<sup>th</sup> we will donate \_\_\_\_\_ of our proceeds to the Connecticut Women's Education and Legal Fund (CWEALF) to empower women and girls in our communities!

Return form to [cwealf@cwealf.org](mailto:cwealf@cwealf.org) by April 1<sup>st</sup> and we will promote your support of Equal Pay Day and CWEALF on social media, through our email communications with thousands of supporters, and in our outreach to the media.