



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. In 2019, Equal Pay Day falls on Tuesday April 2nd, so mark your calendars and learn about ways to “celebrate” Equal Pay Day and help fight for equal pay and women’s equity!

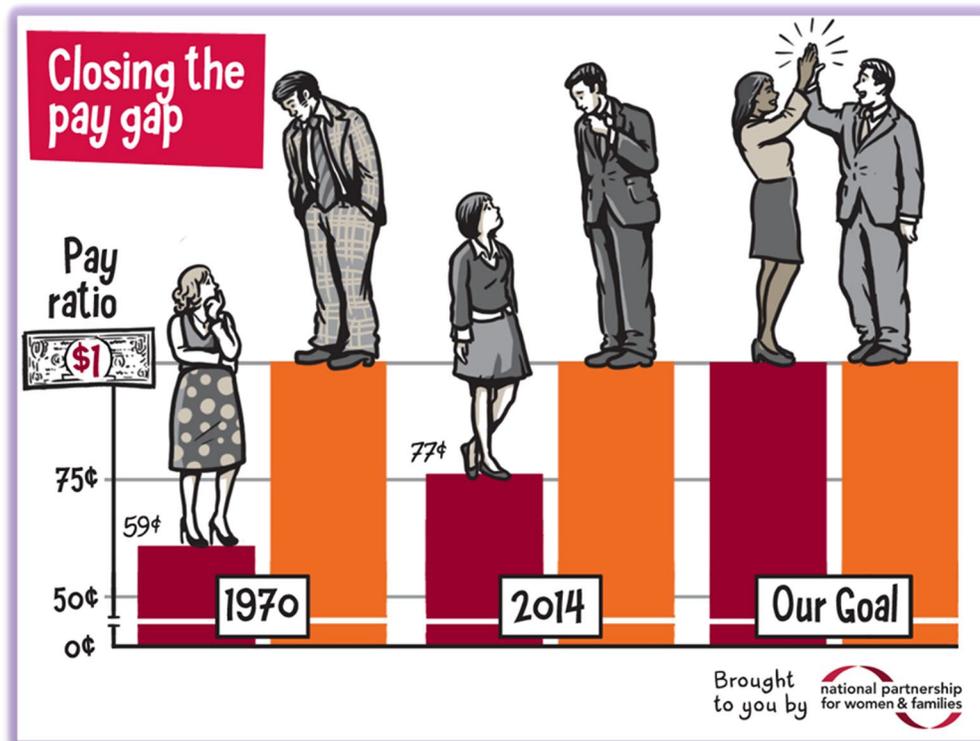


Chart courtesy of National Partnership for Women and Families

Connecticut Women's Education and Legal Fund (CWEALF)

CWEALF is a statewide non-profit organization that advocates for and empowers women and girls in Connecticut, especially those who are underserved and marginalized. Since 1973, CWEALF has worked to create an equitable society where women and girls thrive.

To learn more, visit: 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.

- Contact a local restaurant and ask them if they would be able to host an “Unhappy Hour” where women are given 20% off their meal. A percentage of proceeds made during this time slot would be donated to CWEALF!
- Host an art workshop at a local art bar where the theme of the paintings are “What does equal pay mean to you?” A percentage of proceeds made will be donated to CWEALF.
- Share CWEALF’s [Issue Brief on Pay Equity in CT](#).

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 CWEALF’s [Issue Brief on Pay Equity in CT](#). Donate proceeds to CWEALF!

3. Sponsor an essay contest at a local high school or university.

- Possible essay questions include:
 - Why is equal pay for equal work important to you?

- In your opinion, what is the best way to combat the wage gap? Share resources and research on the wage gap.
- To publicize the event, post the contest in the school's newspaper.

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 us at cwealf@cwealf.org for CWEALF brochures and stickers. 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 with: your local coffee shop or breakfast spot. You can also think of women-owned businesses that you frequently visit!

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 2nd 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.”
 - “You can support Equal Pay Day and support CWEALF by donating proceeds on April 2nd!”

- “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!”
- 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 57 cents, Latinas are paid 47 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 earn and unexplained 7% less than their male peers.
- Due to stalled progress in closing the wage gap since 2001, the gender wage gap in Connecticut is not expected to close until 2106.

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> National Women's Law Center. (2018). Connecticut Archives. Retrieved from: www.nwlc.org/state/Connecticut/.
- 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 2nd 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 by April 1st 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.