

Challenge Checklist

Monday, March 8 is International Women's Day, and the theme for 2021 is #ChooseToChallenge. Choose to challenge and call out gender bias and inequity.

United WE wants YOU to take the challenge!

PLEDGE

- Are you in? Will you choose to challenge and call out gender bias, stereotypes and discrimination every time you see it? If so, [take the Pledge here](#) and download the #ChooseToChallenge photo frame icon and suggestions on what to post for your social media platforms.

SUPPORT

- Support women-led businesses in your community! [Take a look at these businesses](#) who will be donating a portion of their profits to United WE for International Women's Day. Take your dollar further and support women in your neighborhood!

WEAR

- Wear purple or pink in honor of International Women's Day or [purchase your United WE gear here](#). Show off your look on social media to inspire others to join in as well.

DONATE

- Support gender diversity and equity by donating to United WE. United WE advances all women's economic and civic leadership to make meaningful change. [Donate here](#) or text UNITE4WOMEN to 44-321!

CHALLENGE

- United WE challenges you to take the 4 actions above and encourage 3 of your friends to join you. Send them a video or tag them on social media with hashtags #ChooseToChallenge and #Unite4Women. Remember: when you support women, everyone wins!