

Key points about the #AllyChallenge

(www.thepridecircle.com/allychallenge)

Individual participation

• Step 1:

Visit the website and login using your Email ID (personal or official)/ Facebook/ Google/ Twitter account



If you're participating as a team member or as a part of your organization, please click on the referral link shared by your organization or a friend. Do check with your organization/friend in case you are not sure about which link to use.

Write to us on <u>contact@thepridecircle.com</u> in case you are facing issues with your referral link.



• Step 2:

Register by filling the registration form.

In case you log out, do log back in by re-filling the 5 fields – Full Name, Pronoun, Email ID, Country, and agreement to the terms and conditions.

Your account is linked to your Email ID, which is unique. Hence, do log in using the credentials which you had used at the time of sign up/registering for the challenge to avoid loss of data and pick up from where you left off.

NOTE: Mandatory fields are marked in Red

	#AllyChallenge	
Top 3 indi Ple	ividual scorers win a Mystery Box worth INR 30,000! ease complete your details to begin	
Full Name	Alice Smith	
Pronouns	~	
(optional)		
Email	alice.smith@example.com	
Country	~	
I have read	the <u>terms and conditions</u>	
Notify me o	f other Pride Circle Competitions (optional)	
	Continue Cancel	
	Terms & Conditions © Pride Circle	

• Step 3:

Welcome to the **#AllyChallenge**.

"Your Entries" are Your Total points

"Total Entries" are sum of all points earned by all participants in the challenge.

"Days Left" are the days left to complete all the challenges (Deadline: 11:59AM IST on June 28)



NOTE:

- You may face issues signing up if you are accessing the page via a VPN. If so then, do disconnect from VPN and access the page/ challenge.
- Step 4:

Click on "Activate your unique referral link by completing this challenge – Building Blocks of Allyship." Do follow this step to activate your account & referral link.



• Step 5:

Upon clicking your will see the below screen. Now click on the blue "Access the pre-reads" button to complete the task.



• Step 6:

Congratulations!! You have successfully completed the first action [indicated by the 'Blue Tick' against the task] and have earned 30 entries/points for completing this action. Every time you will complete a challenge, the 'blue tick' will appear.

#AllyChallenge				
Top 3 individual scorers win a Mystery Box worth INR 30,000!				
2 Ways to Enter				
Entering as <u>Edit Logout</u>				
Activate your unique referral link by completing this challenge – Building Blocks of Allyship.				
Refer Folks & Earn Bonus Entries (Points) +20				
Terms & Conditions © Pride Circle				

Step 7:

Now click on "**Refer Folks & Earn Bonus Entries (Points)**". This will unlock your unique **personal** referral link.

#AllyChallenge		
Top 3 individual scorers win a Mystery Box worth INR 30,000!		
2 Ways to Enter		
Entering as <u>Edit Logout</u>		
Activate your unique referral link by completing this challenge – Building Blocks of Allyship.		
Refer Folks & Earn Bonus Entries (Points) +20		
Terms & Conditions © Pride Circle		

Step 8:

You can now share this link (via Email, WhatsApp, Messenger, SMS, Facebook, Twitter, LinkedIn) with your friends, family and extended network and encourage them to participate (more referrals mean more points!). However, for you to earn the referral points, they too must sign up and activate their account (step #4 to step #7). Every successful referral will earn you +20 points.



• Step 9:

Revisit the challenge page and participate in the challenge every day.



Once you click on the challenge, please follow instructions to complete:

٥Ĩ٥	Day 1 - Challenge 1 : Learn about the laws v around LGBT+ in your country		
The l	LGBT+ community continues to face social stigma and discrimination along with many legal hurdles like:		
	- criminalization of homosexuality - non-recognition of marriage - non-recognition of gender identity - discrimination at work - access to washroom - blood donation - forced conversion and more.		
cc	So how does knowing the history help? It gives us perspective, and it can give us infidence that change is not only possible but inevitable, it can give us courage and reason to continue on the path of inclusion and equal rights.		
Read on to know more about the history and laws around the LGBT+ community in your country.			
Do	note that the list is indicative & not exhaustive, please feel free to find other resources beyond the ones listed here to complete the challenge.		
List	prepared by: Pride Circle		

Once you complete the task, you would see the blue tick appear indicating the challenge has been completed and you'll have earned the allocated entries (points). You can now proceed to the next challenge.



• Step 10:

There are also additional optional (bonus) challenges which you can complete and earn extra entries/ points.

Register your organization/ group for the challenge

(Steps to be followed only once by the Organization Representative)

• Step 1: Click on the icon below





Step 2: To register: Fill the form. The authorized individual on behalf of the organization should sign up with their official email id. This email ID will be your organization's account.
Re-log in: To check the scores and/ or resend your organization's/ group's referral link.

You can sign in or log back in by filling the <mark>5 fields</mark> – Full Name, Pronoun, Email ID, Country, and agreement to the terms and conditions.

NOTE: Fields marked in red are mandatory

	#AllyChallenge		
Top 3 in P	dividual scorers win a Mystery Box worth INR 30,000! Please complete your details to begin		
Full Name	Alice Smith		
Pronouns	~		
(optional)			
Email	alice.smith@example.com		Official email ID to b
Country	~ ~		entered here
I have read	d the <u>terms and conditions</u>		
Notify me	of other Pride Circle Competitions (optional)		
	Continue Cancel		
	Terms & Conditions © Pride Circle		

• Step 3: Click on "Activate your unique referral link by completing this challenge – Building Blocks of Allyship!" Do follow this step to activate your organization/group account & referral link, to be able to participate in the challenge.



• Step 4: Upon clicking your will see the below screen. Now click on the blue "Access the pre-reads" button to complete the task.

	2 Ways t	to Enter		
	Entering as	Edit Logout		
Activate your unique referral link by completing + this challenge – Building Blocks of Allyship.				
F	Thank you for signing up lease complete this challenge to a	o for the #AllyChallenge. ctivate your unique referral link .		
Once you complete this task, click on the action -" Refer Folks & Earn Bonus Entries (Points)" . This will give you your unique personal referral link that you can share with your friends/family/extended network and encourage them to sign up. Each successful referral earns you +20 points.				
While the challenges for #AllyChallenge commence on 21st June, here are some handy resources on Allyship. Check them out!				
Clicking the button below is the completion of this task.				
	Continu	e Cancel		

• Step 5: Congratulations!! You have successfully completed the first action [indicated by the 'Blue Tick' against the task] and have earned 30 entries/points for completing this action.



Step 6: Now click on "Refer Folks & Earn Bonus Entries (Points)". This will unlock your organization's unique referral link.



- Step 7: You can now share this link (via email) with your colleagues and encourage them to participate. This can be included as part of your internal communication (more employees that sign up and participate the more points your organization scores)
- Step 8: Send us an email on <u>contact@thepridecircle.com</u> from the official email ID (*the one you used for registration*) with the Name of your Organization/ Group (as you want displayed on the Group Leaderboard).
- Step 9: Your employees sign up using the organizations unique referral link, and follow the steps mentioned in the "Individual Participation" section. That will allow them to activate their unique personal referral link.

- **Organization Referral Link**: They can share their organizations referral link with co-workers
- Individual Referral Link: They can share their personal referral link with their friends/family members (non-work).
- **Step 10:** Your organization scores will feature on the Group Leaderboard and it gets refreshed everyday at 11:00 AM IST.

NOTE:

• Your account is linked to your email ID, which is unique. Hence, do log in using the credentials which you had used at the time of sign up/ registering your organization/ group for the challenge.

Sign up form (Mandatory & Optional fields)

- Mandatory fields:
 - o Full Name
 - o Email ID
 - o Country
 - I agree to terms and conditions
- Optional fields:
 - o Pronoun
 - o Part of the Pride Circle Mailing list/ Communication
 - o Notify me of other Pride Circle Competitions

Entries/ Score/ Points

- Individual: Track your score here > "Your Entries" (Currently showing 0 in the image below)
- Group/ Organization: The authorized account registered using the official email id and approved by Pride Circle, will have the aggregate score/entries of the group.



- Referring friends, family & peers: Each successful referral (someone referred signs up and activates their account read the "Individual Participation" section) earns you 20 entries/ points.
- Completing all the challenges: Upon completing the 'Call To Action' each challenge earns you the allocated entries/ points.
- Bonus tasks/ additional challenges: There are a few bonus/additional tasks which are non-mandatory, completing them will give you additional entries/ points.
- You can pause between challenges and continue after few days, but all the challenges must be completed by 11:59 AM IST on June 28, 2021.
- Challenges would go LIVE from June 21, 2021.
- Deadline to sign up, refer and complete all the challenges is 11:59 AM IST on June 28, 2021.

Winner

- 3 winners each in Individual & Group category will be recognized. In case of a tie among two or more participants, a lucky draw tiebreaker will be used to decide the winner.
- The Individual winners will receive a Mystery Box. The details are mentioned on the website
- The Group/Organization winners will receive digital certificates.

In case of any query please write to contact@thepridecircle.com