



Key points about the #21DaysAllyChallenge

(www.thepridecircle.com/21daysallychallenge)

Individual participation

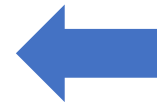
- **Step 1:** Login using Email (personal or official)/ Facebook/ Google/ Twitter

Log in using...



Or using the referral link shared by your company or a friend. Do check with your company/ friend in case you are not sure.

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



This is a sample link

- **Step 2:** Register by filling the form (highlighted fields below).
In case you log out, do log back in by re-filling the **4 fields** – Full Name, Email, Country, and I agree 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.

NOTE: Marked in red are mandatory fields

21 Days Ally Challenge

Please complete your details to begin

Full Name

Email

Country

Add me to the Pride Circle mailing List [Optional]

Yes No

I agree to the [terms and conditions](#)

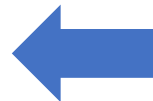
Notify me of other Pride Circle Competitions (optional)

Like us on Facebook for updates (optional)

[Like](#) 2.6K people like this. [Sign Up](#) to see what your friends like.

[Continue](#) [Cancel](#)

[Terms & Conditions](#) | © Pride Circle



- **Step 3:** Welcome to the #21DaysAllyChallenge.
 “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 July 1)

0 Your Entries	72590 Total Entries	26 Days Left
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NOTE:

- You may face issues to sign up if you are accessing the page via 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. Being an ally!**” Do follow this step to activate your account & referral link.

	Refer & Earn Bonus Entries (Points) #WinTogether	+10
	Activate your unique referral link by completing this challenge. Being an ally!	+5
	Day 1: Read a Coming Out story of an LGBT+ Individual	
	Day 2: Apprise yourself on SOGIESC	



- **Step 5:** Upon clicking your will see the below screen. Now click on the blue “**Click Here**” button to complete the task

21 Days Ally Challenge

2 Ways to Enter

Entering as [Edit](#) [Logout](#)

Activate your unique referral link by completing this challenge. Being an ally! ▼

Thank you for signing up for the #21DaysAllyChallenge.

Please complete this challenge to **activate your unique referral link**. Once you complete this, click on the action of “Refer & Earn Bonus Entries (Points)”, you will see a referral link that you can share with your colleagues/friends/family.

While the challenges for #21DaysAllyChallenge commences on 1st June, here are some handy resources on allyship. Check them out!

Clicking the button below is the completion of this task.

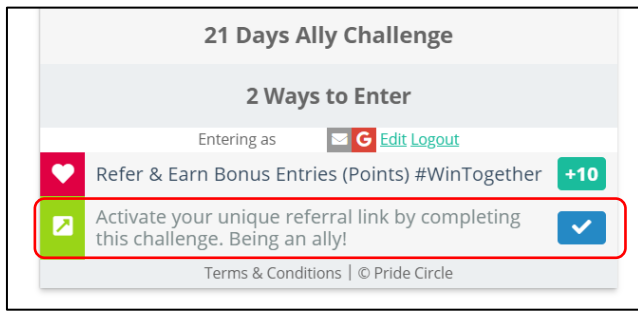
Click Here

Continue
Cancel

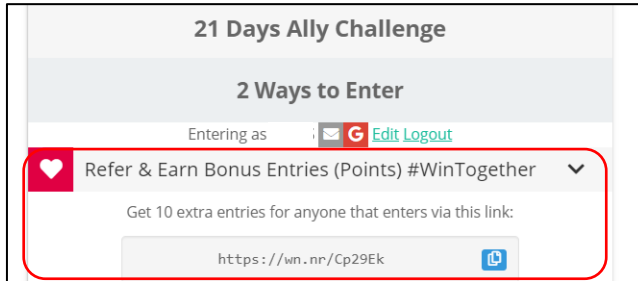
Terms & Conditions | © Pride Circle



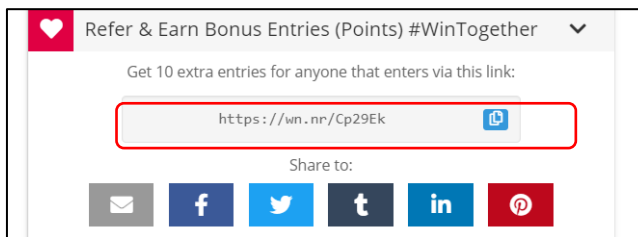
- **Step 6: Congratulations!!** You have successfully completed the first action [**Blue Tick against the task**] and you have earned 5 entries/points for completing this action. Every time you will complete a challenge, the ‘blue tick’ will appear.



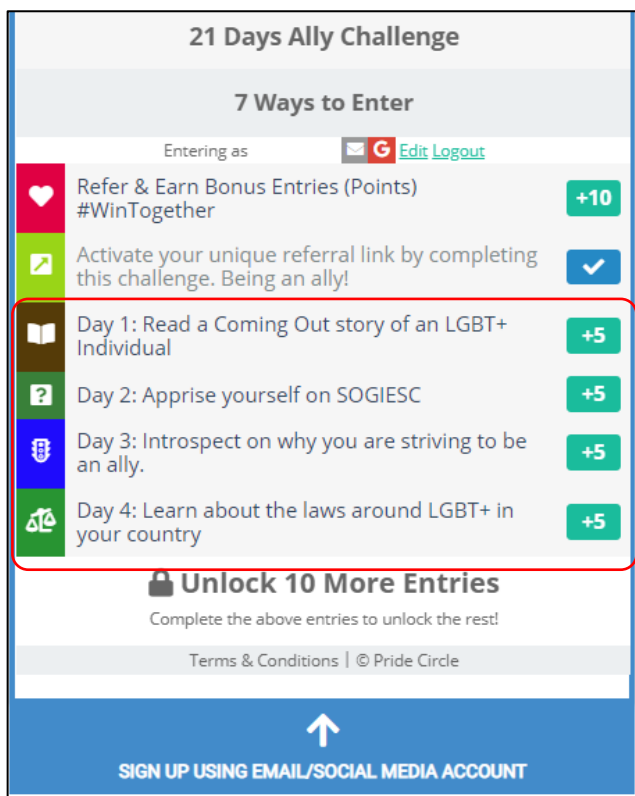
- **Step 7:** Now click on “Refer & Earn Bonus Entries (Points)”, this will unlock your unique referral link.



- **Step 8:** You can now share this link (via email, Facebook, Twitter, Tumblr, LinkedIn, Pinterest) with your friends, family, etc. and encourage them to participate (more referrals means more points you earn). For you to earn the referral points, they too must sign up and activate the account (step #4 to step #7). Successful referral will earn you +10 points



- **Step 9:** Revisit the challenge page and participate in the challenge every day.



Each successful Referral earns you +10 points. Refer as many friends, family members, co-workers! 😊

Complete daily challenges to earn +5 points

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

Day 1: Read a Coming Out story of an LGBT+ Individual

Coming-out is the process of sharing about one's sexuality/ gender identity/ expression/ sex characteristics with others (friends/ family/ co-workers/ etc).

Visit the page below and read a coming-out story about an LGBT+ Individual. You are welcome to read more than one story :-)

[Read Here](#)

Hope you liked the story! Please mention the source (website link / book/ resource) of the coming-out story you read.



Once you complete the task, you would see the blue tick appear indicating the challenge has been completed. You can now proceed to the next challenge.

	Refer & Earn Bonus Entries (Points) #WinTogether	+10
	Activate your unique referral link by completing this challenge. Being an ally!	✓
	Day 1: Read a Coming Out story of an LGBT+ Individual	✓
	Day 2: Apprise yourself on SOGIESC	+5



- **Step 10:** There are additional optional challenges which you can complete and get extra entries/ points.

Register your organization/ group for the challenge

(Steps to be followed one time only)

- **Step 1:** Click on the icon below

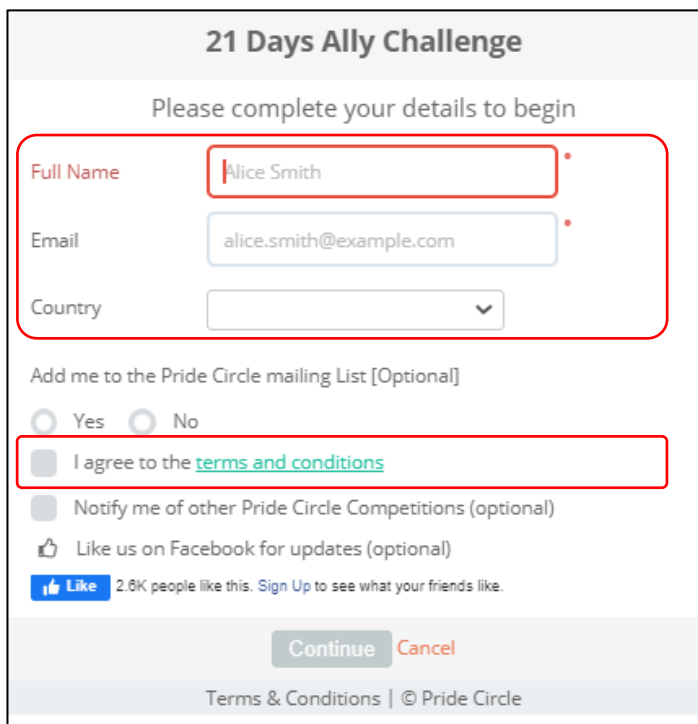
Log in using...



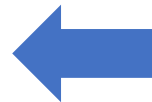
- **Step 2:** **To register:** Fill the form. The authorized individual on behalf of the organization should sign up with their official email id. This email id will be your organization's account. **Re-log in:** To check the scores and/ or resend your organization's/ group's referral link.

You can sign in or log back in by filling the **4 fields** – Full Name, Email, Country, and I agree to the terms and conditions.

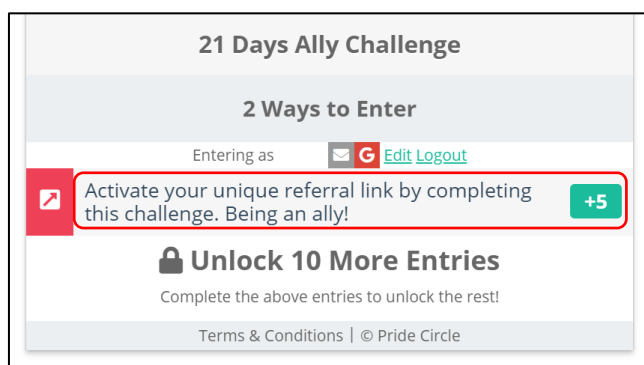
NOTE: Marked in red are mandatory fields

A screenshot of a registration form titled "21 Days Ally Challenge". The form asks for "Full Name" (Alice Smith), "Email" (alice.smith@example.com), and "Country". Below these are optional checkboxes for "Add me to the Pride Circle mailing List", "I agree to the terms and conditions", "Notify me of other Pride Circle Competitions", and "Like us on Facebook". At the bottom are "Continue" and "Cancel" buttons, and a footer with "Terms & Conditions | © Pride Circle". A red box highlights the "Full Name", "Email", and "I agree to the terms and conditions" fields.

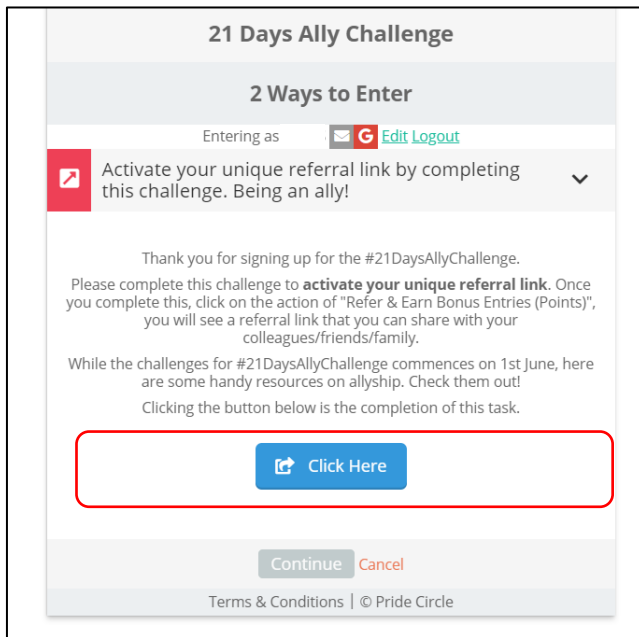
Official email id to be entered here



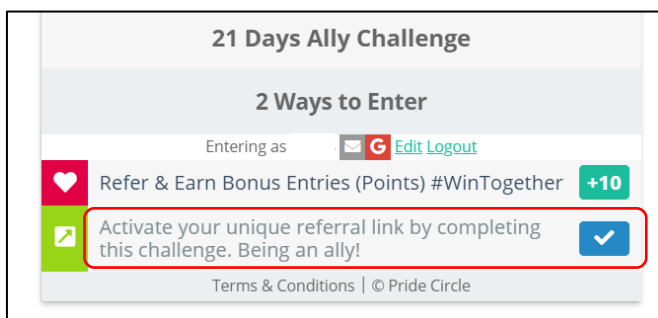
- **Step 3:** Click on "Activate your unique referral link by completing this challenge. Being an ally!" Do follow this step to activate your organization/ group account & referral link, else you will not be able to participate in the challenge.

A screenshot of a challenge completion screen titled "21 Days Ally Challenge". It shows "2 Ways to Enter" and "Entering as" with an email icon and "G" logo, and "Edit Logout" link. A red box highlights a message: "Activate your unique referral link by completing this challenge. Being an ally!" with a "+5" button. Below is a "Unlock 10 More Entries" section with a padlock icon and "Complete the above entries to unlock the rest!". At the bottom are "Terms & Conditions | © Pride Circle".

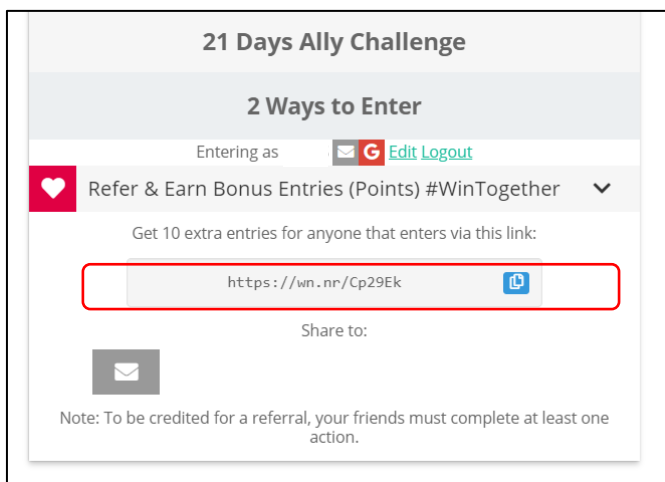
- **Step 4:** Upon clicking you will see the below screen. Click on the blue “Click Here” button to complete the task



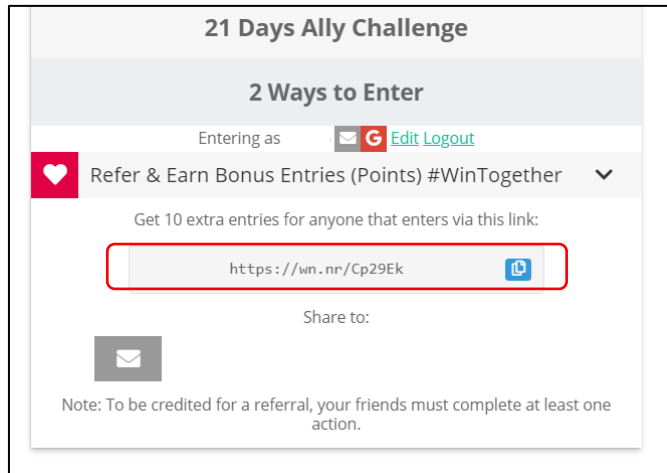
- **Step 5: Congratulations!!** You have successfully completed the first action [Blue Tick against the task] and you have earned 5 entries/points for completing this action.



- **Step 6:** Now click on “Refer & 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 referrals get you more points)



- **Step 8:** Send us an email on contact@thepridecircle.com from the official email id (*the one you used for registration*) with details on Name of Organization/ Group (This will be displayed on the Group Leaderboard), Headquarter and number of employees.
- **Step 9:** Your employee signs up using the organizations unique referral link, and follows the steps mentioned in the “**Individual Participation**” section. That will allow them to activate their unique referral link.
 - Organizations 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:** Now your organizations scores will feature on the leaderboard and it gets refreshed at 12:00PM IST.

NOTE:

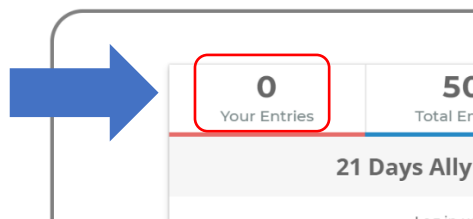
- Your account is linked to your email id, which is unique. Hence, do log in using the credentials which you had used at the time of sign up/ registering your organization/ group for the challenge.

Sign up form (Mandatory & Optional fields)

- Mandatory fields
 - Full Name
 - Email id
 - Country
 - I agree to terms and conditions
- Optional fields (*Will be used for data analytics on anonymized aggregate for a report on allyship*)
 - Part of the Pride Circle Mailing list/ Communication
 - 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 10 entries/ points
- Completing the 21 challenges: Each challenge earns you 5 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 21 challenges must be completed by 11:50AM IST on July 1
- Challenges would go LIVE from June 1
- Deadline to sign up, refer and complete the 21 challenges is 11:50AM IST on July 1

Winner

- 10 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.

For more details about the #21DaysAllyChallenge, please visit the [Terms & Conditions](#) page.

For any query please write to contact@thepridecircle.com