



## Key points about the #21DaysAllyChallenge

[www.thepridecircle.com/21daysallychallenge](http://www.thepridecircle.com/21daysallychallenge)

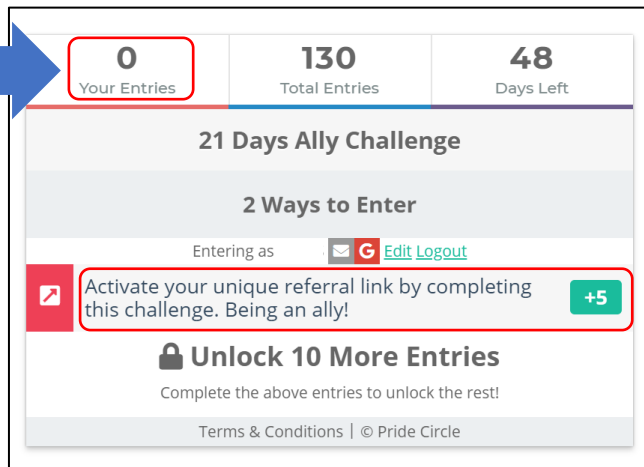
### Individual participation

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

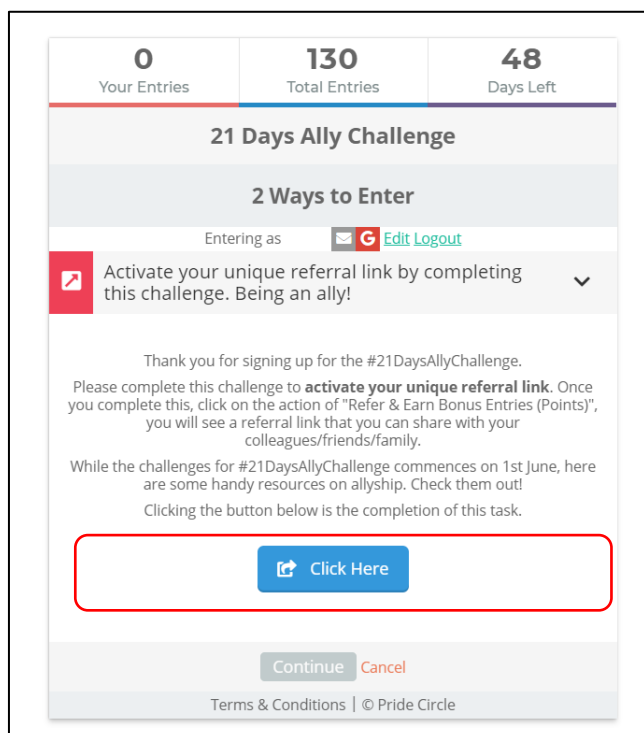
Log in using...



- **Step 2:** Welcome to the #21DaysAllyChallenge. “Your Entries” is your total points and Total Entries are sum of all points earned by all participants active in the challenge.
- **Step 3:** Click on “Activate your unique referral link by completing this challenge. Being an ally!”



- **Step 4:** Upon clicking you will see the below screen



- **Step 5:** Click on the blue “Click Here” button to complete the task.
- **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.

- **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)

- **Step 9:** Now your scores will feature on the leaderboard (*Only TOP 50 scorers will be listed from June 1*). You are now eligible to participate in the challenge from June 1

**NOTE:**

- Please make sure that you do not log out of the challenge (*you can leave your session active by closing the browser/ tab*).
- You can always continue the challenge from where you had left
- In case you end up logging out, you will need to log back in using the credentials that you had used at the time of signing up for the challenge. DO REMEMBER THE EMAIL ID/ SOCIAL MEDIA HANDLE YOU SIGNED UP WITH.
- If you end up logging out or changing the device/browser, you will need to log back in by filling the sign-up form all over all again. In such a scenario, your records will not be overwritten by the new entry.

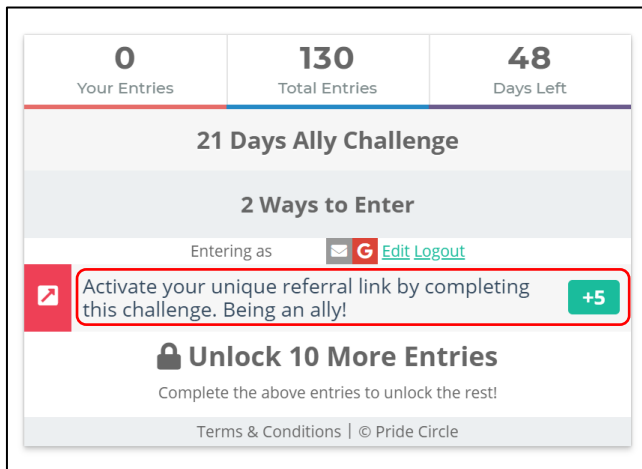
## Organization/ Group participation

- **Step 1:** 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.

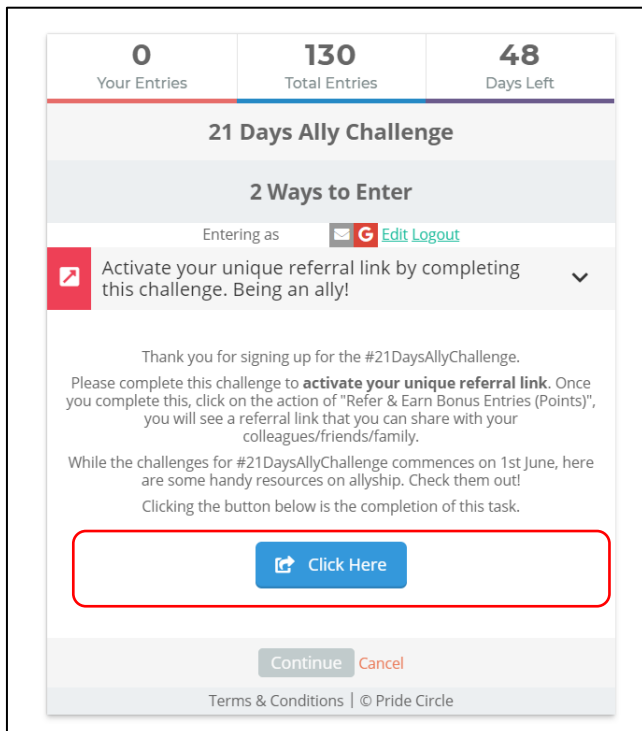
Log in using...



- **Step 2:** Welcome to the #21DaysAllyChallenge.
- **Step 3:** Click on “**Activate your unique referral link by completing this challenge. Being an ally!**”



- **Step 4:** Upon clicking you will see the below screen



- **Step 5:** Click on the blue “**Click Here**” button to complete the task.

- **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.

The screenshot shows the '21 Days Ally Challenge' interface. At the top, there are three statistics: 'Your Entries' (5), 'Total Entries' (135), and 'Days Left' (48). Below this, the challenge title '21 Days Ally Challenge' and '2 Ways to Enter' are displayed. The user is logged in as 'G' and has 'Edit Logout' options. A red box highlights the task 'Refer & Earn Bonus Entries (Points) #WinTogether' with a '+10' points indicator and a blue checkmark in a box, indicating it is completed. Below this, there is a note: 'Activate your unique referral link by completing this challenge. Being an ally!' with a blue checkmark in a box. At the bottom, there are links for 'Terms & Conditions' and '© Pride Circle'.



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

The screenshot shows the '21 Days Ally Challenge' interface. The top statistics are the same. The 'Refer & Earn Bonus Entries (Points) #WinTogether' option is selected, indicated by a red box and a dropdown arrow. Below this, the text says 'Get 10 extra entries for anyone that enters via this link:'. A text box contains the URL 'https://wn.nr/Cp29Ek' with a copy icon. Below the URL, there is a 'Share to:' section with an email icon. At the bottom, a note states: 'Note: To be credited for a referral, your friends must complete at least one action.'



- **Step 8:** You can now share this link (via email) with your colleagues and encourage them to participate. This can be included as part of you internal communication (more referrals means more points you earn)

The screenshot shows the '21 Days Ally Challenge' interface. The top statistics are the same. The 'Refer & Earn Bonus Entries (Points) #WinTogether' option is selected. Below this, the text says 'Get 10 extra entries for anyone that enters via this link:'. A red box highlights the URL 'https://wn.nr/Cp29Ek' with a copy icon. Below the URL, there is a 'Share to:' section with an email icon. At the bottom, a note states: 'Note: To be credited for a referral, your friends must complete at least one action.'



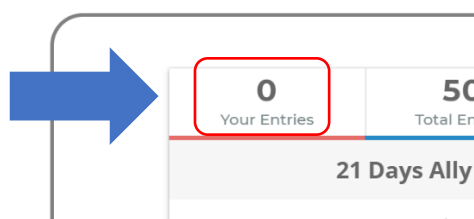
- **Step 9:** Send us an email on [contact@thepridecircle.com](mailto:contact@thepridecircle.com) from the official email id (*the one you used for registration*) with details on Name of Organization (This will be displayed on the Group Leader Board), Headquarter and Total number of employees.
- **Step 10:** Your employee signs up using the organizations unique referral link, and follows the steps mentioned in the "[Individual Participation](#)". 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 11:** Now your organizations scores will feature on the leaderboard (*Only TOP 50 organizations/ scorers will be listed from June 1*).

## Sign up form (Mandatory & Optional fields)

- Mandatory fields
  - Full Name
  - Email id
  - Age/ Date of birth
  - Country
  - Part of the Pride Circle Mailing list/ Communication
- Optional fields (*Will be used for data analytics on anonymized aggregate for a report on allyship*)
  - Pronoun
  - Race & Ethnicity
  - I identify as
  - I got to know about

## 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 before June 30
- Challenges would go LIVE from June 1

## Leaderboards (Two – Individual and Organization)

- Individual: Listing the names of TOP 50 entries/ scores/ points
- Group: Listing the names of TOP 50 organization entries/ scores/ points
- Leaderboard will be available on [www.thepridecircle.com/21daysallychallenge](http://www.thepridecircle.com/21daysallychallenge)

## 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 content of this will be published on June 1
- 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](mailto:contact@thepridecircle.com)