

# **AAUW Pay Equity Resource Kit**

*Updated November 2013*



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## **Introduction**

More women in the United States are obtaining college degrees and increasing their participation in the labor force. Family-friendly legislation—including the Equal Pay Act, Family and Medical Leave Act, and Pregnancy Discrimination Act—have increased options to create a win-win situation for women and their employers. Yet the wage gap between men and women persists. In 2012, women working full time earned only an average of 77 cents on the dollar to their male counterparts. According to one estimate, college-educated women working full time earn more than a half million dollars less than their male peers do over the course of a lifetime.<sup>1</sup> AAUW's 2012 research report, *Graduating to a Pay Gap*, found that even one year out of college, a typical college-educated woman working full time earned \$35,296 a year, compared to \$42,918 for a typical college-educated man working full time.<sup>2</sup>

Since its founding in 1881, the American Association of University Women has been committed to promoting equity for all women. AAUW's 2013-15 Public Policy Program states that AAUW is committed to supporting "fairness in compensation, equitable access and advancement in employment, and vigorous enforcement of employment antidiscrimination statutes."<sup>3</sup> AAUW believes pay equity is a simple matter of justice and continues to support initiatives that seek to close the persistent and sizable wage gaps between men and women.

We know that by working together, AAUW members and branches can make meaningful and powerful changes in their communities. In this *AAUW Pay Equity Resource Kit* you will find a timeline of notable achievements and challenges around the fight for pay equity; facts and figures; and tips for planning successful events to raise this issue in your community.

### **Equal Pay Day**

Equal Pay Day takes place on a Tuesday in April and symbolizes the point in the next year to which a woman must work to match men's earnings from the previous year. In 2014, Equal Pay Day will be observed on Tuesday, April 8.

But Equal Pay Day is not just about disseminating information; it is also about mobilizing around the issue to educate your community and continue the process of change. This resource kit contains a variety of useful resources to help you take action on Equal Pay Day and beyond.



President Kennedy signs Equal Pay Act, June 10, 1963  
(UPI Photo/The John F. Kennedy Library).

[www.upi.com/News\\_Photos/Archives/  
1963/1611/5/#ixzz2CDdz6c00](http://www.upi.com/News_Photos/Archives/1963/1611/5/#ixzz2CDdz6c00)

<sup>1</sup> Georgetown University Center on Education and the Workforce. (2011). *The College Payoff: Education, Occupations, Lifetime Earnings. 2011*. Retrieved on 14 November 2012, from [www9.georgetown.edu/grad/gppi/hpi/cew/pdfs/collegepayoff-complete.pdf](http://www9.georgetown.edu/grad/gppi/hpi/cew/pdfs/collegepayoff-complete.pdf)

<sup>2</sup> AAUW. (2012). *Graduating to a Pay Gap*, Retrieved March 6, 2013, from <http://www.aauw.org/research/graduating-to-a-pay-gap/>.

<sup>3</sup> AAUW. (2013). *2013 – 15 AAUW Public Policy Program*. Retrieved November 14, 2013, from <http://www.aauw.org/resource/principles-and-priorities/>.

## Facts and Figures about Pay Equity

- **Equal pay is a priority issue for all women.** Pay disparities affect women of all ages, races, and education levels—regardless of their family decisions. According to the U.S. Census Bureau, women, on average, earned 23 percent less than men did in 2012.<sup>4</sup> AAUW’s recent research report, *Graduating to a Pay Gap*, found that even one year out of college, after controlling for factors known to affect earnings such as college major and hours worked, there is a 7 percent unexplained gender pay gap.<sup>5</sup>
- **Women of color are impacted even more.** Among full-time workers in 2012, Hispanic, Latina, and African American women had lower median weekly earnings compared with white and Asian American women. The gap was largest for Hispanic and Latina women, who were paid only 53 percent of what white men were paid in 2012.<sup>6</sup>
- **Women are still largely pigeonholed in “pink-collar” jobs.** In 2010, almost 40 percent of working women were employed in traditionally female occupations, such as social work, nursing, and teaching, which tend to have lower wages.<sup>7</sup>
- **Education and career training is crucial for women.** AAUW’s 2012 report *Graduating to a Pay Gap* found that women and men who majored in “male-dominated” subjects earn more than those who majored in “female-dominated” or “mixed-gender” fields. The female counseling major working full time earns a median salary that is four times less than the median salary for a male petroleum engineering major working full time.<sup>8</sup>
- **The wage gap has long term effects on women’s economic security.** Women are more likely than men to enter poverty in old age for several reasons:
  - A lifetime of lower pay means women have less income to save for retirement and less income counted in a Social Security or pension benefit formula.
  - Women’s life expectancy is nearing 86 years old, which means they outlive men by an average of three years.<sup>9</sup> As a result, they will have to stretch their retirement savings—which are less to begin with—over a longer time.
  - The median income of older women is almost half what it is for older men.<sup>10</sup>
- **Pay equity is a family issue.**
  - One report found that “when individual women’s losses due to the pay gap are aggregated across all working women for a generation, the results are staggering.”

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<sup>4</sup> U.S. Census Bureau. (September 2013). *Income, Poverty, and Health Insurance Coverage in the United States: 2012* Retrieved November 18, 2013, from [www.census.gov/prod/2013pubs/p60-245.pdf](http://www.census.gov/prod/2013pubs/p60-245.pdf).

<sup>5</sup> AAUW. (2012). *Graduating to a Pay Gap*, Retrieved March 6, 2013, from [www.aauw.org/research/graduating-to-a-pay-gap/](http://www.aauw.org/research/graduating-to-a-pay-gap/).

<sup>6</sup> AAUW. (2013). *The Simple Truth About the Gender Pay Gap*, Retrieved March 12, 2013, from [www.aauw.org/research/the-simple-truth-about-the-gender-pay-gap/](http://www.aauw.org/research/the-simple-truth-about-the-gender-pay-gap/).

<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

<sup>9</sup> U.S. Department of Health and Human Services. Centers for Disease Control and Prevention, National Center for Health Statistics. (2012) *Health, United States, 2011 – With a Special Feature on Socioeconomic Status and Health*. Retrieved November 14, 2012, from [www.cdc.gov/nchs/data/11.pdf#022](http://www.cdc.gov/nchs/data/hus/11.pdf#022).

<sup>10</sup> U.S. Department of Health and Human Services, Administration on Aging. *A Profile of Older Americans 2011*. Retrieved November 14, 2012, from [www.aoa.gov/aoaroot/aging\\_statistics/Profile/2011/2.aspx](http://www.aoa.gov/aoaroot/aging_statistics/Profile/2011/2.aspx).

College-educated women who entered the workforce between 1984 and 2004 have lost \$1.7 trillion in income due to the pay gap.<sup>11</sup>

- A 1999 study found that nationwide, working families lose \$200 billion in income annually due to the wage gap between men and women.<sup>12</sup>
  - If married women were paid comparably to men, they would see an almost 6 percent rise in their family's income.<sup>13</sup>
  - Single working women would see the greatest increase in family income. If they earned as much as comparable men, their families would have 17 percent more income per year, and their poverty rate would be cut in half.<sup>14</sup>
- **Pay equity is closely linked to poverty eradication.** One study found that if married women were paid the same as men doing comparable work, their families' poverty rates would fall from 2.1 to 0.8 percent. If single working mothers earned as much as men doing comparable work, their poverty rates would be cut in half.<sup>15</sup>
  - **Pay equity is essential to having a highly motivated workforce.** Employers who pay women fair wages can create a positive work environment, which can help increase productivity, reduce absenteeism, and project a positive image to their customers. One survey found that business leaders consider the elimination of wage discrimination to be "good business," and say that equal pay is necessary to remain competitive.<sup>16</sup>
  - **Examples of pay inequity.** AAUW's 2012 report, *Graduating to a Pay Gap*, compared "apples to apples" by exploring earnings differences between men and women one year out of college working full time in the same occupations and controlling for factors known to affect earnings such as college major and hours worked. The report found that:
    - Women in engineering and engineering technology earned an average salary of \$48,493 a year, compared to \$55,142 for men.
    - Women in business fields earned an average salary of \$38,034 a year, compared to \$45,143 for men.
    - Women in social sciences fields earned an average salary of \$31,924 a year, compared to \$38,634 for men.

**For more facts and figures, consult the AAUW Quick Facts on the Gender Pay Gap at [www.aauw.org/resource/quick-facts-on-the-gender-pay-gap/](http://www.aauw.org/resource/quick-facts-on-the-gender-pay-gap/).**

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<sup>11</sup> Joint Economic Committee, U.S. Congress. (2010). *Invest In Women, Invest in America*. Retrieved November 15, 2012, from [www.jec.senate.gov/public/?a=Files.Serve&File\\_id=57cfaf04-f297-4c61-964b-6321af47db03](http://www.jec.senate.gov/public/?a=Files.Serve&File_id=57cfaf04-f297-4c61-964b-6321af47db03).

<sup>12</sup> AFL-CIO and Institute of Women's Policy Research. (1999). *Equal Pay for Working Families: National and State Data on the Pay Gap and Its Costs*. Retrieved November 14, 2012, from [www.iwpr.org/publications/pubs/equal-pay-for-working-families-2/at\\_download/file](http://www.iwpr.org/publications/pubs/equal-pay-for-working-families-2/at_download/file).

<sup>13</sup> Ibid.

<sup>14</sup> National Committee on Pay Equity. (2002) *Race and Pay Equity Brief*. Retrieved February 17, 2006, from [www.pay-equity.org/info-racebrief.html](http://www.pay-equity.org/info-racebrief.html).

<sup>15</sup> AFL-CIO and Institute of Women's Policy Research. (1999). *Equal Pay for Working Families: National and State Data on the Pay Gap and Its Costs*. Retrieved November 14, 2012, from [www.iwpr.org/publications/pubs/equal-pay-for-working-families-2/at\\_download/file](http://www.iwpr.org/publications/pubs/equal-pay-for-working-families-2/at_download/file).

<sup>16</sup> National Committee on Pay Equity. (2000). *Questions and Answers on Pay Equity*. Retrieved February 22, 2007, from [www.pay-equity.org/info-Q&A.html](http://www.pay-equity.org/info-Q&A.html).

## Federal Legislation

### **Lilly Ledbetter Fair Pay Act**

The Supreme Court's decision in *Ledbetter v. Goodyear Tire & Rubber Co.* severely limited the ability of victims of pay discrimination to sue under Title VII. Under this ruling, employers were immunized from accountability for their discrimination once 180 days passed. AAUW believes the Court's decision ignored the realities of today's workplace; employees generally don't know enough about what co-workers earn or how pay decisions are made to file a complaint precisely when a discriminatory pay decision is made. However, without that knowledge, the Supreme Court declared plaintiffs have no claim, regardless of how egregious it might have been. The *Ledbetter* decision also reversed the Equal Employment Opportunity Commission's longstanding practice—known as the paycheck accrual rule—that repeated payments of discriminatory paychecks can be challenged as long as one paycheck occurred within the charge filing period.

In January 2009, the House and Senate passed the **Lilly Ledbetter Fair Pay Act** to reverse the *Ledbetter v. Goodyear* Supreme Court decision and restore the law to how it was previously applied. **President Obama signed The Lilly Ledbetter Fair Pay Act into law on the morning of January 29, 2009**, and AAUW had front-row seats.

The Lilly Ledbetter Fair Pay Act applies to discrimination in compensation based on sex, race, color, religion, national origin, age, and disability. The law:

- Clarifies that each discriminatory paycheck is in fact another act of discrimination. The *Ledbetter v. Goodyear* Supreme Court decision stated that discrimination can only be charged in the 180 days following the last discriminatory raise, even though the EEOC has consistently interpreted the law to mean last discriminatory paycheck.
- Restores the law to how it was previously applied, which is 180 days from the last discriminatory paycheck, not 180 days from the last discriminatory raise.

### **Paycheck Fairness Act**

There are other legislative measures that have been pending in Congress for several years that will address longstanding discriminatory practices that contribute to the gender-based wage gap. These bills have been AAUW priorities in the past and will continue to be a focus of AAUW's advocacy in the 113th Congress. Key among them is the **Paycheck Fairness Act (S. 84/H.R. 377)**, which would expand upon the original scope of the Equal Pay Act.

Passed by the House in January 2009 with a bipartisan vote (256-163), the Paycheck Fairness Act was defeated in the Senate on a procedural vote in November 2010. The bill was reintroduced in the 112th Congress on April 12, 2011, in the same form that nearly succeeded previously. On May 31, 2012, the House voted (233-180) against considering the Paycheck Fairness Act. The Senate took a procedural vote (52-47) on June 5, 2012 and voted not to consider the Paycheck Fairness Act. The Paycheck Fairness Act was reintroduced in the 113th Congress on January 23, 2013; the bill numbers are H.R. 377 and S. 84.

If passed, the Paycheck Fairness Act, as currently written, would:

- Allow individuals to sue for fair wages and to receive punitive and compensatory damages—beyond back pay alone.

- Clarify acceptable reasons for differences in pay and close loopholes in the current law by forcing employers to prove that wage gaps are caused by something other than sex.
- Authorize additional training for Equal Employment Opportunity Commission staff to better identify and handle wage disputes.
- Strengthen penalties that courts may impose for equal pay violations and prohibit retaliation against workers who inquire about or disclose information about employers' wage practices.
- Make it easier for an EPA lawsuit to proceed as a class-action suit.
- Require the EEOC to survey the current pay data and issue regulations within 18 months, requiring employers to submit any needed pay data identified by the race, sex, and national origin of employees.
- Strengthen the provision under the current EPA that broadly states wage comparisons must be made between employees working at the same establishment, which allows for courts to interpret the clause to mean the same physical place of business.
- Require the U.S. Department of Labor to reinstate equal pay activities and investigatory enforcement tools for cases of gender discrimination, which were eliminated under the Bush administration.
- Establish a competitive grant program to develop training for women and girls on compensation negotiations.

### **Fair Pay Act**

During the 112th Congress, and again in the 113th Congress, Sen. Tom Harkin (D-IA) and Del. Eleanor Holmes Norton (D-DC) introduced the **Fair Pay Act (S. 168/H.R. 438)**, which would prohibit wage discrimination based on sex, race, and national origin by requiring employers to provide equal pay for work of equal value, whether or not the jobs are the same. This legislation specifically addresses equal pay for women working in female-dominated jobs equivalent in skills, effort, responsibility, and working conditions to jobs dominated by men.

The bill would:

- Amend the Fair Labor Standards Act of 1938 to ban retaliation and require employers to file wage information annually with the EEOC.
- Require employers to provide equal pay for jobs that are comparable but not identical, positions that require the same or comparable education, skills, responsibilities and working conditions.
- Prohibit employers from punishing employees who discuss their wages with a co-worker.
- Prohibit employers from reducing any employee's wages to comply with pay equity rules.
- Require the EEOC to issue guidelines specifying criteria for determining whether a job is dominated by employees of a particular sex, race or national origin.
- Force employers with more than 25 employees to preserve records that document and support the method, system, calculation, and other bases used by the employer in establishing, adjusting, and determining the wage rates paid to their employees.
- Require the EEOC to conduct studies and provide information to employers and the public with the goal of developing effective ways to correct the wage gap, as well as sponsor community informational and educational programs.

To learn more about how these pieces of legislation fit together, consult the AAUW Road Map to Pay Equity at [www.aauw.org/resource/road-map-to-pay-equity](http://www.aauw.org/resource/road-map-to-pay-equity).

## Public Education Strategies to Promote Pay Equity

- **Start at the branch level.** Talk to your state or branch newsletter editor about including an article on pay equity in the next newsletter. Set aside time at the next branch meeting to talk about pay equity. Find out what the experiences of your fellow AAUW members have been.
- **Organize a lunchtime meeting** and invite women workers to attend so that they can be informed about pay equity issues and why AAUW is organizing around pay equity.
  - This kind of "house meeting" can be particularly effective at organizing people for action – and the best part is, it doesn't have to happen at a house! Learn more with AAUW's how-to guide: [www.aauw.org/resource/how-to-host-a-house-meeting/](http://www.aauw.org/resource/how-to-host-a-house-meeting/).
- **Organize reading and discussion sessions.** Lilly Ledbetter's book, *Grace and Grit*, would make a great selection. You can find information about her book on the AAUW blog: <http://www.aauw.org/2012/04/16/grace-and-grit/>.
- **Recognize Equal Pay Day in your community.** Ideas include:
  - Issue a press release. A sample press release can be found in Appendix B.
  - Provide your branch members with a sample letter to send to elected officials about the need for legislation to address the gender pay gap.
  - Hold an Equal Pay Day bake sale or UnHappy Hour. For more tips, see page 13.
  - Utilize social media platforms such as YouTube, Facebook, and Twitter.
  - Are you on a college campus? Check out the 2012-2013 Campus Action Project team descriptions for ideas of successful Equal Pay Day events: [www.aauw.org/resource/campus-action-project-2012-13/](http://www.aauw.org/resource/campus-action-project-2012-13/).
- **Use AAUW's latest research** to help raise awareness of these issues facing women.
  - *Graduating to a Pay Gap: The Earnings of Women and Men One Year After College Graduation* (2012): The report explores the earnings difference between female and male college graduates working full time one year after graduation. The report compares apples to apples by looking at the pay gap after controlling for factors known to affect earnings, such as occupation, college major, and hours worked. It also examines one immediate effect of the pay gap: the heavy burden of student loan debt. A copy of the report and a PowerPoint presentation to explain the report are available for download at <http://www.aauw.org/research/graduating-to-a-pay-gap/>.
  - *The Simple Truth About the Gender Pay Gap* (updated annually): This commonsense guide breaks down the latest research about the gender pay gap by state, race/ethnicity, and education, and includes guidance for women facing workplace discrimination and resources for fair pay advocates.
    - The latest copy of the report and PowerPoint presentation to explain the report are available for download at <http://www.aauw.org/research/the-simple-truth-about-the-gender-pay-gap/>.
- **Conduct a public information campaign** to raise awareness about the discrimination women face in the labor market. As part of your public information campaign, try doing a poll, either in your workplace or across a number of workplaces, to assess attitudes to women's pay. Analyze the results of your poll and use the results to support arguments in your campaign.

## Workplace Equity Strategies to Promote Pay Equity

- **Complete a workplace pay audit.** Getting an equal pay policy adopted in your workplace can be an important signal that pay equity is being taken seriously. Business and Professional Women/USA has a simple guide for businesses to perform a pay equity self-audit.<sup>17</sup> Ask branch members to present a copy of this to the human resources professional at their jobs, or have the branch ask the leaders of your local government—often a big employer in many areas—to be a role model and take the lead in performing such an audit.
- **Encourage workplace policies that support pay equity, such as:**
  - Provision of targeted training for low-paid women and minority workers so that they may benefit from skills development and career development.
  - Positive flexibility and family-friendly working hours for male and female workers.
  - Improving the status and protection of part time work and ensuring that there is equity between full time and part time hourly pay and conditions of employment.
- **Fight for better benefits.** Women today are working more hours for longer periods of their lives and struggling to juggle work with family. Workplaces that provide family health insurance, quality family care (child care and elder care) options, alternative sick leave options, and job training and education opportunities not only help support individual women workers but also contribute to healthier families and more productive communities.
- **Conduct a survey of local businesses and their employees** to determine what benefits and policies are available to working women and their families. Do employers provide some or any of the following benefits?
  - Paid family and medical leave
  - Liberal sick leave (e.g., to care for a sick family member)
  - Emergency family care (e.g., for days when school is unpredictably closed or child care is unavailable)
  - On-site childcare
  - Flexible schedules or “flex time”
  - Telecommuting options
  - Job-sharing options
  - Benefits to part time employees

Ask local businesses which, if any, of these benefits they provide to their employees. Be sure to ask employees if these benefits are offered willingly and without penalty. This information will help you take stock of the situation in your community and determine the next step of advancing pay equity.

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<sup>17</sup> Business and Professional Women’s Foundation. *Employer Workplace Pay Equity Self Audit*. Retrieved November 15, 2012, from [www.bpwfoundation.org/index.php/search/info/equal\\_pay\\_day](http://www.bpwfoundation.org/index.php/search/info/equal_pay_day)

## Legislative Advocacy Strategies to Promote Pay Equity

- **Ask your elected officials to introduce legislation** and/or adopt more effective procedures for the implementation of existing legislation. Your state public policy chair has access to an innovative state legislative tracking tool through AAUW, so you can be the first to find out about pay equity legislation and other legislative developments in your state. Talk with your state or branch public policy chair to find out about existing or pending legislation and learn how to integrate this tool into your branch website and Equal Pay Day efforts.
- **Ask your state legislature to hold hearings.** A legislative hearing is an excellent public forum to present evidence of pay inequalities and show how legislation could address these. Select case studies and examples of wage discrimination to enhance the hearing.
- **Organize a petition** to show that there is a high level of support for effective legislation. Learn how to create a petition and collect signatures with AAUW's how-to guide: [www.aauw.org/resource/how-to-start-a-petition/](http://www.aauw.org/resource/how-to-start-a-petition/).
- **Ask your member of Congress and state legislators to sign a Fair Pay Pledge.** Post the names of the officials who sign the pledge on your state or branch website or newsletter. Sample pledges include the following:
  - I, \_\_\_\_\_, pledge that pay differentials in my congressional office will be based on a bona fide factor other than sex, such as education, training, or experience. I also understand that in signing this pledge, my name will be added to a list of supporters of pay equity on a website maintained by AAUW of [branch or state affiliate].
  - I, \_\_\_\_\_, pledge to stand behind working women by supporting pay equity legislation and taking action to move legislation forward such as the [name of legislation]. I also understand that in signing this pledge, my name will be added to a list of supporters of pay equity maintained by the [AAUW branch or state affiliate] website.
  - I, \_\_\_\_\_ pledge to move the legislation forward.
- **Encourage your governor, city council, and mayor to proclaim “Equal Pay Day”** in your state and community. A sample proclamation is available at [www.aauw.org/resource/equal-pay-day-proclamation/](http://www.aauw.org/resource/equal-pay-day-proclamation/).
- **Schedule in-district meetings** with your state representatives or members of Congress and encourage them to support pay equity legislation. See AAUW's "How to Meet with Your Elected Official" resource for step-by-step instructions – available for download at [www.aauw.org/resource/how-to-hold-a-meeting-with-your-elected-officials/](http://www.aauw.org/resource/how-to-hold-a-meeting-with-your-elected-officials/).
- **Subscribe to the AAUW Action Network’s “Two Minute Activist”:** By signing up for “Two-Minute Activist,” you will receive urgent email notices to contact your members of Congress, find detailed information on legislation currently under consideration, and write letters to your local paper’s editor. You can sign up and find current action alerts at [www.aauw.org/actionnetwork](http://www.aauw.org/actionnetwork). You can also download a sign-up sheet for your tabling events and meetings so you can sign up your friends and family for this important e-mail list: [www.aauw.org/resource/action-network-sign-up-sheet/](http://www.aauw.org/resource/action-network-sign-up-sheet/).

## Media Outreach Strategies to Promote Pay Equity

- **Send letters to the editor of your local paper.** You can use AAUW's Two-Minute Activist tool to find sample letters that you can customize with local information. We've also got advice on writing and submitting your letter in our how-to guide: [www.aauw.org/resource/how-to-write-a-letter-to-the-editor/](http://www.aauw.org/resource/how-to-write-a-letter-to-the-editor/).

### Letter to the editor tips:

- Focus on your local papers and include a local connection in your letter.
  - Pick only one or two major papers to which to send the letter.
  - *Brevity is the soul of wit.* Most newspapers have a word limit on what they will print (generally 200 words). Don't make the editor have to cut your letter. If you are brief, you are more likely to be published.
- **Write an op-ed on pay equity.** Op-ed pieces are printed "opposite the editorial page" and are written by community leaders and syndicated columnists, not by the newspaper staff writers. Op-eds are lengthier than letters to the editor, averaging 700 words in length. Op-eds can be very influential in shaping public debate and can serve as stepping stones to interview requests. Check out our how-to guide for tips: [www.aauw.org/resource/how-to-write-an-op-ed/](http://www.aauw.org/resource/how-to-write-an-op-ed/).
  - **Contact local colleges and universities.** Most (if not all) colleges and universities have school newspapers, and these papers are often the only newspaper that college students read during the day, as they are typically free to students. Placing an ad, letter to the editor, or op-ed in the college paper is a great way to raise awareness about Equal Pay Day. College students are exceptionally good at quickly spreading the word about an event or issue, so making them aware of your Equal Pay Day event could prove extremely beneficial in generating a larger crowd. To find information about the college or university's school paper, visit the school's website or contact them directly.
  - **Take to the airwaves.** Organize a group of women to regularly listen to talk radio shows to share information about the issues. By calling to pose a question or make a point, you can promote your local efforts. Morning and afternoon drive-time shows are particularly good targets.
  - **Use AAUW's Public Service Announcement (PSA) print materials.** Make a public statement on the issue by downloading a public service announcement to place in your local newspaper or print in your newsletters. You could also place the PSAs on public bulletin boards in areas of interest, such as a YMCA, a coffee shop, or local store. It would be a great way to cheaply spread the word about pay equity, especially if information about an Equal Pay Day event or meeting is included. All of AAUW's PSA materials can be accessed online at [www.aauw.org](http://www.aauw.org).

To learn more about media outreach strategies, please consult the AAUW "How To" resources at [www.aauw.org/resource/how-to-work-with-the-media/](http://www.aauw.org/resource/how-to-work-with-the-media/) and [www.aauw.org/resource/how-to-use-social-media-for-advocacy/](http://www.aauw.org/resource/how-to-use-social-media-for-advocacy/).

## Additional Events and Activities

- **Build alliances and coalitions.** A coalition is likely to have more power and leverage with the government than a single organization. It can assist with capacity building and resource- and expertise-sharing. Identify some key pay equity advocates and organizations with which you can form an initial working group to discuss the building of a coalition. Make sure that this is inclusive of all organizations and groups representing women, particularly the most marginalized women. Think of the groups with which you already have relationships and reach out to them about joining you in working for pay equity.
  - For more tips on building coalitions, consult AAUW's 2013 Convention Workshop, "Binders Full of Organizers": [www.aauw.org/resource/workshop-how-to-build-coalitions/](http://www.aauw.org/resource/workshop-how-to-build-coalitions/).
- **Sponsor an essay contest.** You could work with a local high school or college to hold an essay contest with the chamber of commerce, local school, or community group. Possible topics include: "What would I do with an extra 23 percent?" or "What does equal pay for equal work mean to me?"
- **Invite a trainer to hold a seminar on negotiation skills.** Economists agree that individual differences in negotiating skills can lead to pay variation among workers with similar skill sets. Salary negotiation training doesn't eliminate the need for legislative action to close the gender pay gap, but it helps address the issue.
- **Host a \$tart \$mart Campus Negotiation Workshop on financial literacy and economic self-sufficiency for women.** \$tart \$mart provides college women with the knowledge and skills to negotiate benefits and wages. To learn how to become a facilitator or find a local \$tart \$mart class, visit <http://www.aauw.org/what-we-do/campus-programs/start-smart-salary-negotiation-workshop/>.
- **Develop a mentoring and support network for women in your local area.** AAUW's 2003 research *Women at Work* showed that many women are reaching high levels of education and high-status careers, while others remain segregated in low-wage, traditionally female-dominated occupations. To bridge these gaps, consider initiating one or more of a variety of mentoring models: older women paired with younger women, college women paired with school-aged girls, or women executives with junior-level women. E-mentoring (mentoring via email exchanges) is a relatively new and promising strategy to connect women to one another, particularly women working or studying in the same fields.
- **Sponsor a transitions conference** to help enable working women to return to school. The conference, ideally co-sponsored by an AAUW branch and a local university or college, could provide information and support on financial aid, study skills, and issues related to balancing school, work, and family.

## Past Successful Activities

- The AAUW Chicago, Inc., Branch has been organizing an annual Equal Pay Day rally on a downtown plaza since 2010. The rally is typically co-sponsored by dozens of organizations, including city government, and past speakers have included the Illinois lieutenant governor, Illinois attorney general, and U.S. Rep. Jan Schakowsky (D-IL). The event has also received media coverage in past years.

- Pay Equity Bake Sales
  - Men pay full price while women get a 22 percent discount.
  - This publicity stunt has been used effectively by several AAUW branches and other organizations. An Ohio branch held a bake sale in 2005 that was featured on the evening TV news as well as covered in the next day's newspaper.
  - A variation on the bake sale is to sell cookies with a "bite" taken out of them representing the 23 percent women are underpaid. AAUW of Michigan has distributed individually wrapped homemade chocolate chip cookies on the floor of the state legislature to draw attention to Equal Pay Day.
- At AAUW of Hawaii's request, Gov. Neil Abercrombie and Honolulu Mayor Kirk Caldwell proclaimed April 9, 2013, as Equal Pay Day. AAUW of Minnesota also succeeded in asking their governor to issue a 2013 Equal Pay Day proclamation, and AAUW branches in Indiana received local proclamations.
- Make a fun social gathering out of Equal Pay Day by hosting an Unhappy Hour at a bar in your community. Contact an establishment ahead of time, and ask them to give women the unhappy hour special price of 23 percent off whatever price they are charging men.
- Encourage women in your community to wear red on Equal Pay Day to represent the way that the pay gap puts "women in the red."
- In 2007, the Baker City, Oregon, branch organized an Equal Pay Day Restaurant Day for the community. The branch asked restaurants to give women a 23 percent discount, the size of the pay gap at that time, on Equal Pay Day. Most restaurants in the community participated. The local newspaper reported on the event and the Associated Press reported the story. It was picked up by several newspapers around the country.

### Materials to Get the Message Across

For any program, meeting, or advocacy event, use strong visuals to get your message across. Signs, stickers, and brochures are available for use at AAUW events at no charge, while supplies last. Please e-mail [advocacy@aauw.org](mailto:advocacy@aauw.org) to request materials.

### AAUW Equal Pay Resources and General Advocacy Resources

- Video, "AAUW and the Fight for Fair Pay: An Ongoing History," [www.aauw.org/resource/aauw-and-the-fight-for-fair-pay-an-ongoing-history/](http://www.aauw.org/resource/aauw-and-the-fight-for-fair-pay-an-ongoing-history/).
- Fact sheets, [Gender Pay Gap by State and Congressional District](#)
- [AAUW Position Paper on Pay Equity](#)
- Full set of [how-to resources](#) for advocacy activities such as cake deliveries, rallies, issue forums, letters to the editor, tabling, petitions, house meetings, and more!

**As always, the AAUW public policy and government relations staff is here to help! Consider us your resource and sounding board. If you're not already in touch with the AAUW public policy staff, please e-mail us at [advocacy@aauw.org](mailto:advocacy@aauw.org).**