Frequently Asked Questions

1. **What is #21DaysAllyChallenge**
   A fun, global, virtual gamification of allyship, where we engage you in a series of mini challenges spread over 21 days in June to celebrate Pride month.

2. **What is the objective of this campaign?**
   - Build a community of passionate LGBT+ Allies
   - Take conscious steps to recognize & neutralize biases and stereotypes about LGBT+ community
   - Holistic Social Impact

3. **Why are the challenges spread over 21 Days?**
   Scientifically proven that it takes 21 days to form a new habit, to build a new thought process or perspective

4. **Who can participate in the #21DaysAllyChallenge?**
   This is a global initiative and is open for all! You can sign-up as an individual or as a team/ collective/ organization. You must be **13 year or older** to participate in the challenge. Pride Circle does not knowingly collect personally identifiable information from children under the age of thirteen. You need to have at least **50 members** in your team to register as a group. The group can be a registered entity (Companies/Educational Institutes/ etc) or informal collectives. All groups must be registered by sending an email at contact@thepridecircle.com

5. **Is there a cost for participation?**
   There is no cost for participation for an individual or an organization.

6. **Where do I register for the challenge?**
   Please log on to www.thepridecircle.com/21daysallychallenge to register!

7. **Is the sign-up process for an organization different than that of an individual?**
   Yes! If you would like your organization to participate. Please access this link to learn more.

8. **What are the challenge timelines?**
   The challenge starts on June 1, 2020 and ends on June 30, 2020.

9. **When is the last day to register?**
   Sign up & complete all 21 challenges by June 30

10. **How do I access the challenges?**
    You'll have to visit www.thepridecircle.com/21daysallychallenge and access the challenges.

11. **What language/s are the challenges available in?**
    The challenges are available only in English.

12. **Can I complete more than one challenge in a day?**
    Challenges unlock on a daily basis at 12:00 PM IST (Check your time zone) and are restricted to one challenge per day. However, if you miss completing a challenge, the website will prompt you to complete all the pending challenges before you can proceed to other challenges for the day. In such a scenario, you can complete more than one challenge in a day.

13. **Are the challenges India specific or globally relevant?**

All challenges and resource links will be globally relevant and indicative in nature. The participants can always opt to search on the internet for more information.

14. **Can you provide an example of one of the challenges?**
Here are two examples:

Day 1 Challenge	Refer	Call To Action**	Reward	Outcome
I will watch LGBT+ short film	List of short film to choose from	Sharing my take away on my social handles	5 Points Earned	Get listed on the Leader board (Your Rank)

Day 2 Challenge	Refer	Call To Action**	Reward	Outcome
I will learn about SOGIESC	Reference materials, articles, etc.	Sharing my learnings on my social handles	5 Points Earned	Get listed on the Leader board (Your Rank)

** Call To Action will be different for each challenge

15. **Do I get daily reminders for completing the challenge of the day?**
The website has an option to send daily triggers to participants - you can choose to enable/disable this function at any point during the challenge.

We will also be publishing the posters of each challenge every day on Pride Circle's social media pages once the campaign kicks-off. You can follow:

- Facebook: https://www.facebook.com/PrideCircles
- Instagram: https://www.instagram.com/pride_circle/
- Twitter: https://twitter.com/pride_circle
- LinkedIn: https://www.linkedin.com/company/pride-circle

16. **How long does it take to complete one challenge?**
The challenges are designed in a way that they are not too time consuming. The completion time could vary from 5 minutes to 50 minutes - depending on the actions the participant chooses too.

There are also buffer days available for you to complete the challenges as there are 21 tasks to be completed in a period of 30 days. The #21DaysAllyChallenge runs for the entire month of June.

17. **How do I earn points?**
If you are an Individual participant, you can earn entries/ points in 3 ways:
- Successfully completing a challenge gives you +5 Entries/ Points
- Participants that sign-up using your referral link and successfully complete at least one challenge earn you +10 Entries/ Points
- There are also a few bonus challenges (optional) that help you earn extra Entries/ Points

If you are participating as a Group/ Organization:
Group score will be the sum of points/entries of all group members (everyone who signs up using the group link). You can maximize group points/entries by
- Successfully completing a challenge gives you +5 Entries/ Points. The more members complete more challenges, the more the group score goes.
- Participants that sign-up using your referral link and successfully complete at least one challenge earn you +10 Entries/ Points. The benefit of group is to mobilize people, every successful sign up adds 10 points to the group score/entries and more members means more participants to complete the challenges.
- There are also a few bonus challenges (optional) that help you earn extra Entries/ Points

18. **How do I know where I stand as compared to the rest of the participants?**
There are going to be 2 leaderboards - one for the individuals and the other for groups/ organizations. These reflect the Top 50 scorers and are updated at 12:00 PM IST every day. You need to complete all 21 challenges by June 30 to be eligible to be a winner! Besides the leaderboard, you can always see your score on the dashboard where your total score is displayed as Entries. Group total score is displayed for only the top 50.

19. **What sort of data will be collected from the participants during the challenge?**
The mandatory fields that need to be filled during the sign-up include -
   - Full Name
   - Email ID
   - Date of Birth/Age
   - Country
   - If you want to be included in Pride Circle's mailing list

   The optional fields you can fill during sign-up are -
   - Pronoun
   - Race & Ethnicity
   - I identify as
   - I got to know about the challenge via…

   The data will only be used for analytics for share out on allyship from the perspective of different demographic markers. The analytics is anonymized aggregate and not personal identifiers.

   All participant records will be deleted on August 30, 2020. Send us an email in case you would like us to delete your records before the said date.

   You can learn about the privacy policy here: Pride Circle & Gleam

20. **What do I need to do if I want to quit the challenge and delete my records?**
Please send an email on contact@thepridecircle.com

21. **What do I get to learn by participating in this challenge?**
The #21DaysAllyChallenge is a great way to learn about the LGBT+ community. If you already identify as an Ally, this is an amazing opportunity to put your Allyship in Action.

   You are going to be part of a Global Inclusion Movement that aims to create a holistic social impact.

22. **When would the winners (individual & group/ organization) be announced?**
July 15, 2020

23. **How would the winners be declared and what rewards will they get?**
   - 10 winners each in the '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.

24. **Additional points to 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.

If you have additional queries, please reach out to us at contact@thepridecircle.com and we'll be happy to assist you.