



Key points about the #AllyChallenge

(www.thepridecircle.com/allychallenge)

Individual participation

- **Step 1:**
Visit the website and login using your Email ID / Facebook/ Google/ Twitter account

Log in using...



If you're participating as a team member or as a part of your organization, please register by clicking on the referral link shared by your organization or a friend and then follow these steps to create your account.

Do check with your organization/friend in case you are not sure about which link to use.

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



This is a sample referral link

- **Step 2:**
Register by filling the registration form.

In case you log out, you can sign in again by re-filling the fields – Full Name, Pronouns, Email ID, Country.

Your account is linked to your Email ID, which is unique. Hence, do log in using the same credentials that you had used at the time of signing 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 individual scorers win a Mystery Box worth INR 30,000!

Please complete your details to begin

Full Name

Pronouns

(optional)

Email

Country

☐ I have read the [terms and conditions](#)

☐ Notify me of other Pride Circle Competitions (optional)

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: 27th June 2022, 11:59 pm IST)

0 Your Entries	72590 Total Entries	26 Days Left
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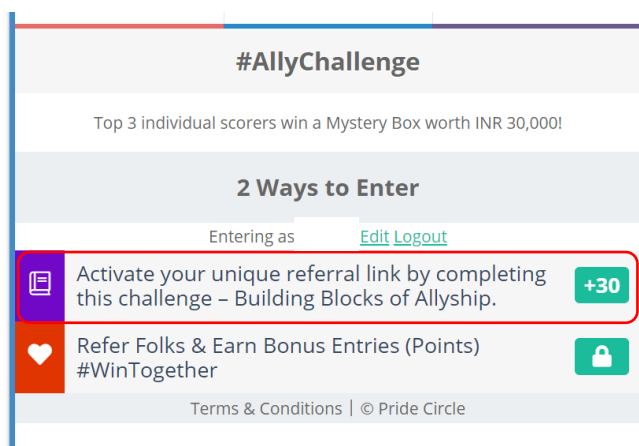
NOTE:

- You may face issues signing up if you are accessing the page via a VPN. In such a scenario, please **disconnect from VPN** and then access the page/challenge(s).

- **Step 4:**

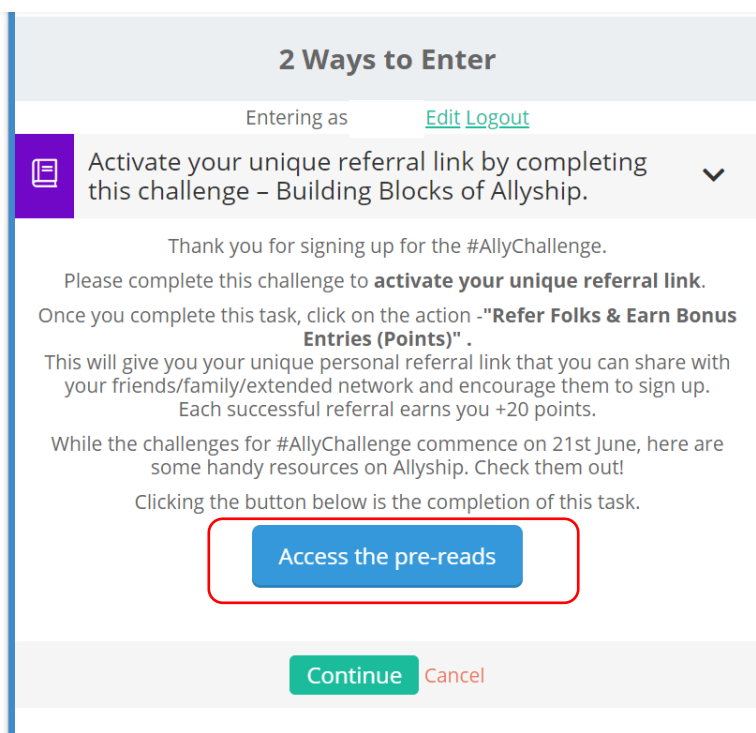
Click on **"Activate your unique referral link by completing this challenge – Building Blocks of Allyship."**

This step activates your account & referral link.



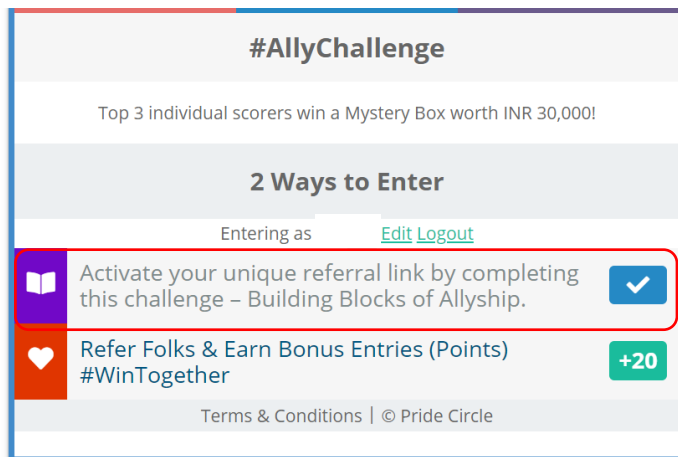
- **Step 5:**

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



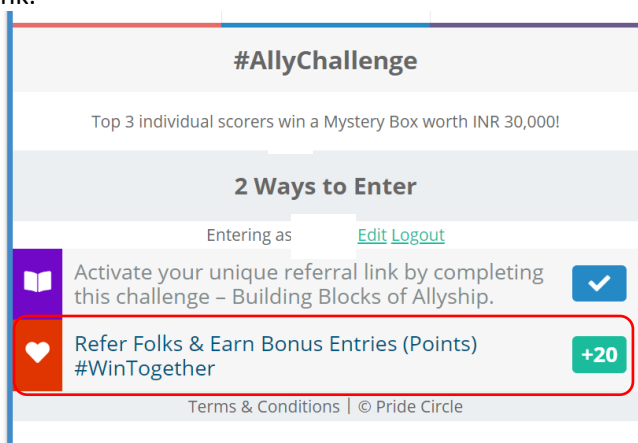
- **Step 6:**

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.



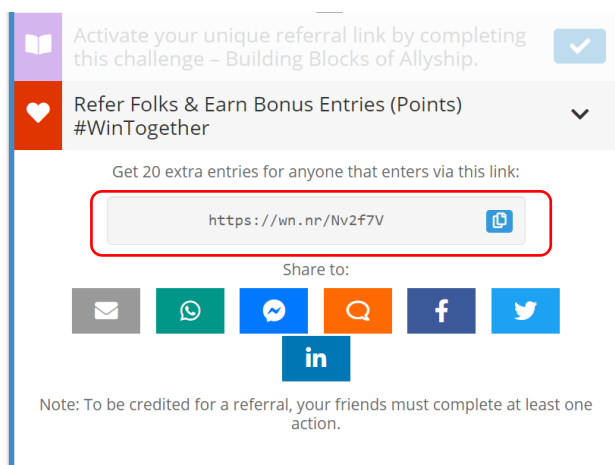
- **Step 7:**

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

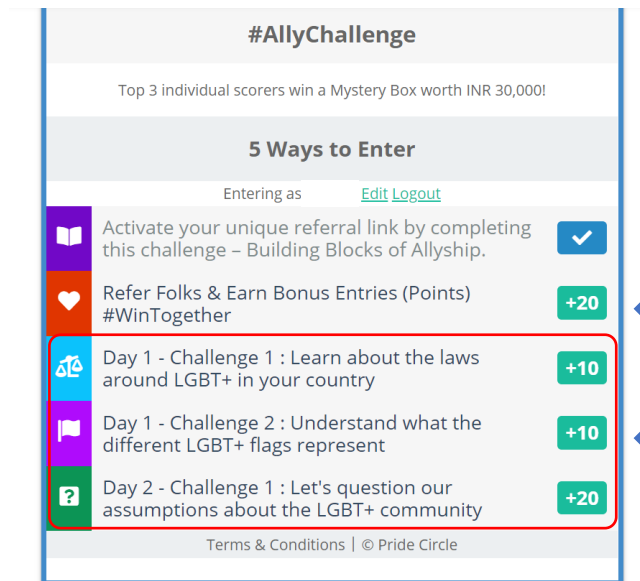


- **Step 8:**

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, to be considered as successful referrals and for you to earn the referral points, they have to sign up and activate their account (step #4 to step #7).



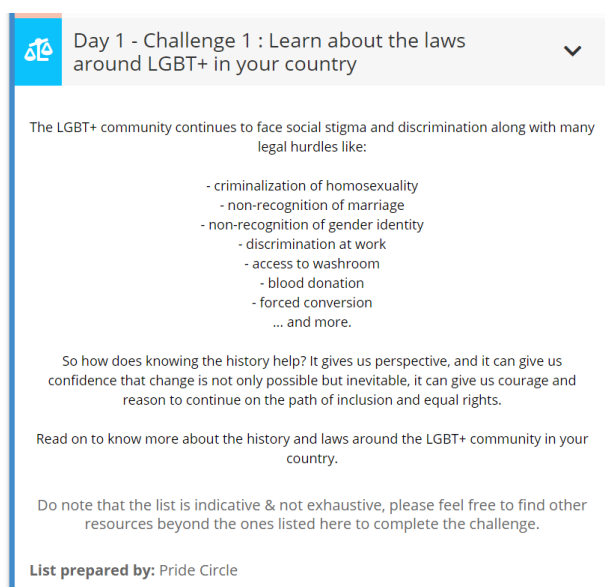
- **Step 9:**
Revisit the challenge page and participate in the challenge every day.



Each successful Referral earns you +20 points. Refer as many friends, family members, co-workers! 😊

Complete challenges everyday to earn the points allocated to them

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



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

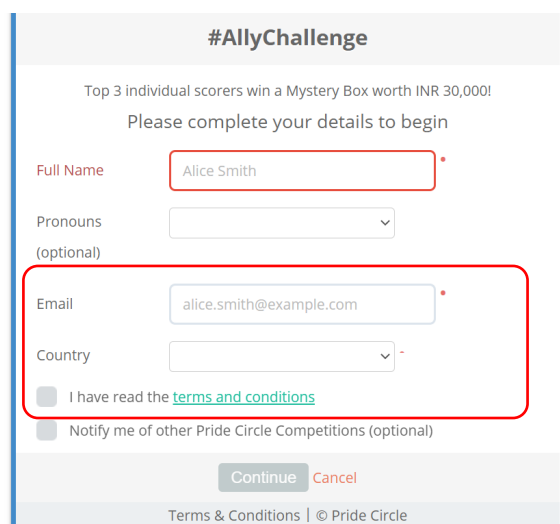
Log in using...



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

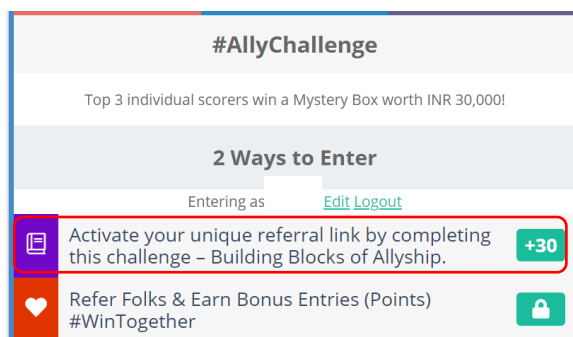
You can sign in or log back in by filling the **fields** – Full Name, Pronouns, Email ID, Country, and agreeing to the terms and conditions.

NOTE: Fields marked in red are mandatory

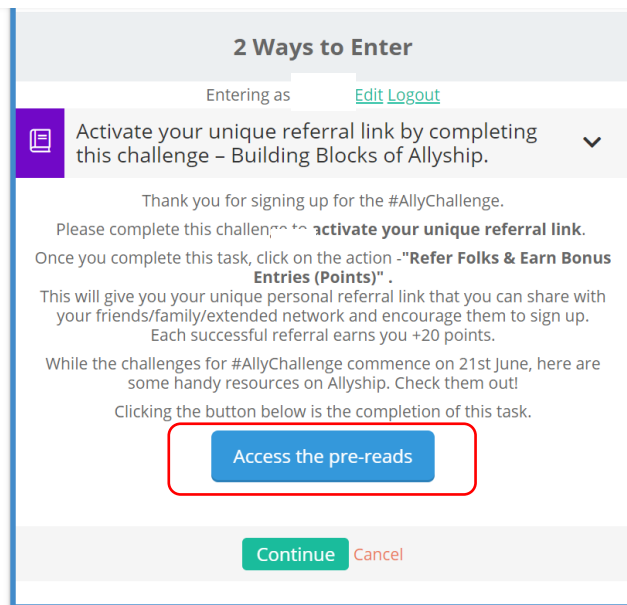
A screenshot of the #AllyChallenge registration form. The form has a header "#AllyChallenge" and a sub-header "Top 3 individual scorers win a Mystery Box worth INR 30,000!". Below this is the instruction "Please complete your details to begin". The form contains several fields: "Full Name" with the value "Alice Smith", "Pronouns" with a dropdown menu, "Email" with the value "alice.smith@example.com", and "Country" with a dropdown menu. The "Email" field is highlighted with a red border. Below the fields are two checkboxes: "I have read the terms and conditions" and "Notify me of other Pride Circle Competitions (optional)". At the bottom are "Continue" and "Cancel" buttons, and a footer with "Terms & Conditions" and "© Pride Circle".

Official email ID to be entered here

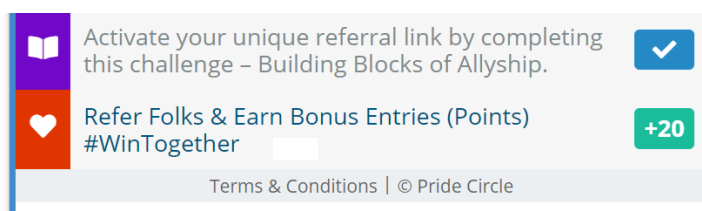
- **Step 3:** Click on “Activate your unique referral link by completing this challenge – Building Blocks of Allyship!” Do follow this step to activate your organization/group account & referral link, to be able to participate in the challenge.

A screenshot of the #AllyChallenge "2 Ways to Enter" screen. The screen has a header "#AllyChallenge" and a sub-header "Top 3 individual scorers win a Mystery Box worth INR 30,000!". Below this is the section "2 Ways to Enter". The first way is "Activate your unique referral link by completing this challenge – Building Blocks of Allyship." with a "+30" points indicator. The second way is "Refer Folks & Earn Bonus Entries (Points) #WinTogether" with a lock icon. The first way is highlighted with a red border. Above the list is a section "Entering as" with a dropdown menu and "Edit Logout" link.

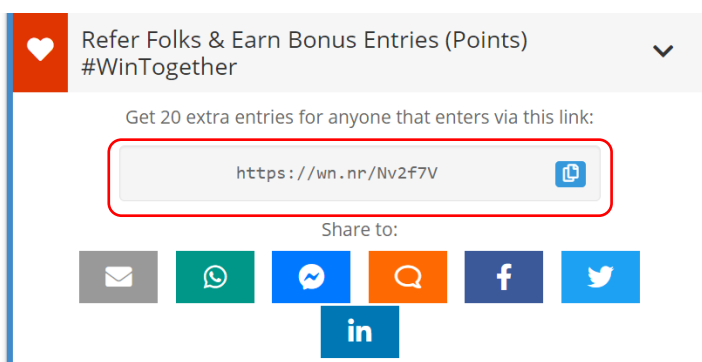
- **Step 4:** Upon clicking, you will see the below screen. Now click on the blue “Access the pre-reads” button to complete the task.



- **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 contact@thepridecircle.com 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.

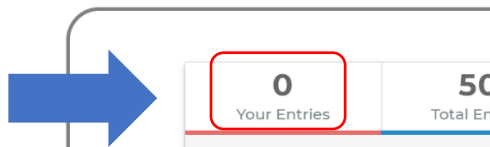
- **Organization Referral Link:** They can share their organizations referral link with co-workers
 - **Individual Referral Link:** They can share their personal referral link with their friends/family members (non-work).
- **Step 10:** Your organization scores will feature on the Group Leaderboard and it gets refreshed everyday at 12:00 PM IST.

Sign up form (Mandatory & Optional fields)

- Mandatory fields:
 - Full Name
 - Email ID
 - Country
 - I agree to terms and conditions
- Optional fields:
 - Pronoun
 - 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 20 entries/ points.
- Completing all the challenges: Each challenge earns you the allocated entries/ points upon completing the ‘Call To Action’.
- 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 pm IST on June 27, 2022.
- Challenges would go LIVE from June 20, 2022.
- Deadline to sign up, refer and complete all the challenges is 11:59 pm IST on June 27, 2022.

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