



#AllyChallenge 2022

Frequently Asked Questions

1. What is the #AllyChallenge?

A fun, global, virtual gamification of allyship, where we engage you in a series of mini-challenges in June to celebrate Pride month.

2. What is the objective of this campaign?

- Build a global community of passionate LGBT+ Allies
- Take conscious steps to recognize & neutralize biases and stereotypes about LGBT+ community
- Create holistic Social Impact

3. Who can participate in the #AllyChallenge?

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 years or older** to participate in the challenge. Pride Circle does not knowingly collect personally identifiable information from children under the age of thirteen.

To participate as a group, please send an email to contact@thepridecircle.com expressing your interest with your organization details (name/point of contact for #AllyChallenge).

4. Is there a cost for participation?

There is **no cost for participation** for an individual or an organization.

5. Where do I register for the challenge?

Please log on to www.thepridecircle.com/allychallenge to register! However, if you're registering as part of a team or an organization, please ensure you sign up only by using the unique URL shared with you. If you're unsure about which link to use, please email us at contact@thepridecircle.com

6. Can you provide me the steps to register?

Registrations open 13th June, 2022 12:00 PM IST onwards. Stay tuned for details!

7. Is the sign-up process for an organization different than that of an individual?

Yes! We'll be sharing additional details once the registrations open.

8. What are the challenge timelines?

The challenge starts on June 20, 2022 12:00 PM IST and ends on June 27, 2022 11:59 PM IST.

9. When is the last day to register?

You can register even when the competition has started. However, you need to sign up & complete all challenges by June 27, 2022 11:59 PM IST to be eligible to be a winner.

10. How do I access the challenges?

You'll have to visit www.thepridecircle.com/allychallenge every day to access the challenges.

11. What language/s are the challenges available in?

The challenges are available only in English.

12. How many challenges can I complete in a day?

Two challenges will be published every day.

They'll unlock on a daily basis at 12:00 PM IST and 6:00 PM IST ([Check your time zone](#)). If you miss completing a challenge(s) on a particular day, you can complete them when you visit the website the next time. In such a scenario, you can complete more than two challenges in one 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 of what the challenges will be like:



** Call To Action will be different for each challenge

Please note that these challenges are indicative in nature and that the actual challenges, call to action and points earned may be different.

15. Do I get daily reminders for completing the challenge of the day?

We will be publishing the details of each challenge every day on Pride Circle's social media pages once the campaign kicks-off. You can follow us on any/all of these platforms for regular updates:

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

16. How long does it take to complete one challenge?

The challenges are designed in a way that they aren't too time consuming. The completion time could vary from 5 minutes to 50 minutes - depending on the actions the participant chooses.

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 the allocated Entries/ Points as indicated next to the challenge.
- Participants that sign-up using your referral link and successfully complete at least one challenge earn you +20 Entries/ Points (Referral Points).
- There are also a few bonus challenges (optional) that help you earn extra Entries/ Points. But these are time bound, so you may lose out on the Entries/ Points if the challenge is not completed within the stipulated time.

If you are participating as a **Group/ Organization**:

The group/organization score will be the sum of points/entries of all group members (everyone who signs up using the group link). You can maximize your points/entries by:

- Encouraging maximum of your employees to sign up! Participants that sign-up using your referral link and successfully complete at least one challenge earn you +20 Entries/ Points. Thus, every successful sign up adds 20 points to the group score/entries. The individual score of all these participants (challenge completion & referral points) also gets added to the group score.
- Successfully completing a challenge gives the participants the allocated Entries/ Points as indicated next to the challenge. The more the members that complete the challenges, the more the group score increases.

- There are also a few bonus challenges (optional) that help you earn extra Entries/ Points. But these are time bound, so you may lose out on the Entries/ Points if the challenge is not completed within the stipulated time.

18. How do I know where I stand as compared to the rest of the participants?

There are 2 LeaderBoards - one for the individuals and the other for groups/ organizations. These reflect the Top 50 scorers and are updated at 11:00 AM IST every day. You need to complete all challenges by 11:59 PM IST on June 27, 2022 to be eligible to be a winner!

Besides the LeaderBoard, you can always see your score on your personal dashboard where your total score is displayed as **Entries**. The Group/ Organization Total score is only available on the LeaderBoard and featured if you're among the Top 50.

19. What 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
- Country
- Agreement to terms and condition of the program

Filling in your pronouns is optional.

All participant records will be deleted by August 10, 2022. Please 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 #AllyChallenge 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 5, 2022.

23. How would the winners be declared and what rewards will they get?

- The top 3 scorers each in the 'Individual' & 'Group' category will be recognized as winners. 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 each receive a Mystery Box.
- The Group/ Organization winners will receive social media shout-outs and digital certificates.

24. Additional points to note:

- Please make sure that you don't log out of the challenge (*you can leave your session active by closing the browser/ tab*).
- In case you end up logging out, you will need to sign in again using the same credentials that you had used while signing up for the challenge.
Please ensure you use the same email ID/social media handle so that you can retain your progress (challenge completion and points) and pick up from where you left off.
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.