



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?

- **Educate** participants about the LGBT+ community
- Encourage **recognition of biases** and stereotypes & neutralize them
- **Build a global community** of passionate LGBT+ Allies that can take action
- Assess where the participant is on the '**Allyship Scale**' & enable them to move to the next level

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 (organization name/point of contact for #AllyChallenge/official email ID).

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! Registrations open on **June 1, 2023**.

6. Can you provide me the steps to register?

Please click [here](#) to read the steps to register!

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

Yes! If you'd like your organization to participate. Please access this [link](#) to learn more.

8. What are the challenge timelines?

The challenge starts on **June 12, 2023** and ends on **June 18, 2023**.

9. When is the last day to register?

Participants must sign up & complete all challenges latest by **June 18, 2023**.

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 everyday.

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, you can complete the pending challenges at your convenience until June 18th, 2023 as they will be visible on the platform. 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 what the challenges will look like?

Here are two examples:



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

We will be publishing the posters 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 these updates as they will serve as reminders:

- 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 aren't too time consuming. The completion time could vary from 5 minutes to 50 minutes - depending on the action the participant chooses.

17. How do I earn points?

If you are an **Individual participant**, you can earn points in 3 ways:

- Successfully **completing a challenge** gives you the allocated points.
- If an individual uses your **referral link** to sign up and participate, you earn **+30 points**.
- There are also a few **bonus challenges** (optional) that help you earn extra points.

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

The Group Score will be the **sum total of the individual points of all the group members** (everyone who signs up using the group link). You can maximize group points by:

- Successfully **completing a challenge** gives you the allocated points. The more the number of members that complete the challenges, the more the group score increases.
- For each participant that signs up using the **Group/Organization referral link**, you earn +30 Points. The objective of the group is to mobilize people to become allies, and more group members means more participants to complete the challenges, thus aiding in increasing the overall Group Score.
- There are also a few **bonus challenges** (optional) that help the participants earn extra points.

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 will reflect the Top 50 scorers and are updated in real-time.. You need to complete all challenges by 11:59 PM IST on June 18, 2023 to be eligible to be a winner!

The Leaderboard is time sensitive so in case two participants have the same score, the name of the person who earned the said score first will appear on top.

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
- Country
- Agreement to terms and condition of the program
- Filling in your pronouns is optional.

All participant records will be deleted on August 15, 2023.

Please send us an email in case you would like us to delete your records before the said date.

You can read more about Pride Circle's privacy policy [here](#)

20. What do I need to do if I want to quit the challenge midway and delete my records?

Please send an email on contact@thepridecircle.com for us to do the needful.

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?

June 30th, 2023

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. The Leaderboard is time sensitive so in case two participants have the same score, the name of the person who earned the said score first will appear on top so there will be no "tie" in the scores.
- The Individual winners will each receive a Mystery Box worth **INR 15,000**.
- The Group/ Organization winners will receive digital certificates.

24. Additional points to note:

- In case you get logged out from the platform, please use your initial login credentials to resume the challenge from where you left off.
- 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.

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