



#AllyChallenge 2022

Frequently Asked Questions

1. What is the #AllyChallenge?

A fun, global, virtual, self-paced journey 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!

The challenges are designed in such a way that they suit both – folks who want to learn more and be allies, as well as existing allies.

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?

No registration is needed!

You can simply visit the website www.thepridecircle.com/allychallenge to access the challenges and resources.

This is applicable for both individual participants as well as employees of participating organizations.

6. What are the challenge timelines?

Starting from 20 June 2022, TWO challenges will get unlocked at 12:00 PM IST and 6:00 PM IST each day till 26 June 2022.

Participants can complete challenges until 1 July 2022, 11:59 PM IST.

7. How do I access the challenges?

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

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

The challenges are available only in English.

9. 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.

10. Are the challenges specific to a particular region 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.

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

This is a self-paced learning journey, so we will not be sending any reminders for completing the challenges.

You can visit the website and access the challenges according to your convenience.

12. 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.

13. How do you ensure that the participants are completing the challenges?

Each challenge has a specific 'Call To Action' which could involve reflection, journaling, engaging in conversation with your friends & family or simply reading informative articles and watching relevant videos.

While we're not keeping track of how a participant chooses to complete the challenge, it is highly recommended that you share your learnings/insights with your network, to make this learning journey more effective for you.

You could leverage your organization's intranet to start discussions around allyship or even post and share your learnings with your network on social media, if you're comfortable!

14. 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.

15. Will you be selecting any winners for #AllyChallenge 2022?

The format of this year's #AllyChallenge is different from previous years. We're moving from *competitive gamified learning* to *reflective self-paced learning*. Hence, participants will not be earning any points for challenge completion and there will be no winners for this edition.

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