



2021 Equal Pay Day

Equal Pay Day denotes how far into the new year women must work to be paid what men were paid the previous year. Started by the National Committee on Pay Equity (NCPE) in 1996, the goal was to raise awareness about the gender wage gap. Since then, other Equal Pay Days have been added to the calendar to denote that mothers and most women of color face a wider-than-average gap and need to work even longer to catch up to men's earnings.

The Equal Pay Day calendar may be found/linked on the [AAUW website here](#). I urge the related action for all days and direct you to the [AAUW Paycheck Fairness Act tool kit](#) (until the bill becomes law).

- **Asian American and Pacific Islander Women's Equal Day** is March 9. Asian American and Pacific Islander women are paid 85 cents for every dollar paid to white men.
- **All Women's Equal Pay Day** is March 24. Women working full time and year round are paid 82 cents for every dollar paid to a man who works full time and year round.
- **Mother's Equal Pay Day** is June 4. Mothers are paid 70 cents for every dollar paid to fathers.
- **Black Women's Equal Pay Day** is August 3. Black women are paid 63 cents for every dollar paid to white men.
- **Native American Women's Equal Pay Day** is September 8. Native women are paid 60 cents for every dollar paid to white men.
- **Latina's Equal Pay Day** is October 21. Latinas are paid 55 cents for every dollar paid to white men.

Take Action Toolkit contains direct links to:

1. Contact your members of Congress by completing a Two-Minute Activists posting.

It's time to pass the Paycheck Fairness Act!

You've heard the statistics — on average, women working full time in the United States are paid just [82% of what men are paid](#), and the gap is even wider for many women of color. Despite federal and state equal pay laws, the gender pay gap persists. But Congressional action can help change this. The Paycheck Fairness Act would take meaningful steps to update and strengthen the Equal Pay Act of 1963 to help close the gender pay gap, including:

- closing loopholes that have weakened the law over time to allow employers to justify paying workers unfairly,
- creating more robust remedies for those who have suffered discrimination,
- preventing employers from retaliating against workers who discuss or disclose their wages,
- prohibiting employers from relying on salary history to set wages, and
- providing much needed training and technical assistance, as well as data collection and research.

The gender pay gap is persistent and can only be addressed if women have the tools they need to challenge discrimination and employers have the incentives they need to comply with the law. It's time for Congress to make real change for all families by passing the Paycheck Fairness Act.

2. Write a Letter to the Editor

Letters to the editor and op-eds in local community papers are an especially effective communications and advocacy tools.

Writing a letter to the editor (LTE) or an op-ed is a great way to educate and energize advocates, reach elected officials, and spread the word about important issues while calling for change. First, you will need to:

- a. Research the guidelines for your local paper.
- b. Find a local angle—has your paper covered the topic or published an LTE or Op-Ed yet? How has paycheck inequality impacted your life?
- c. Assume nothing—do not assume readers know the details about the gender pay gap, so be sure to include some concise background on both the topic and proposed changes.
- d. Avoid sending the same letter to competing papers—select one to submit to and make sure your work is personalized.
- e. End with a call to action—demand that Congress passes the Paycheck Fairness Act.

To further assist in this call to action, below we have collected resources on writing, key talking points, and background information on the Paycheck Fairness Act and the gender pay gap to inform your work. Use these media outreach tools to correct and clarify facts for the public, spur news editors to cover the issue, and urge readers to support equal pay for equal work.

AAUW advocates have worked tirelessly in support of the Paycheck Fairness Act for more than 20 years and we continue to fight today – take action now and join us in the final push to win!

Use these Paycheck Fairness Act Talking Points:

- The gender pay gap refers to the fact that on average women working full time in the United States are paid just 82% of what men are paid, and the gap is even wider for many women of color.
- Despite federal and state equal pay laws, gender and racial pay gaps persist, and earnings lost to these gaps are exacerbating the financial effects of COVID-19, falling particularly heavily on women of color and the families who depend on their income. The Paycheck Fairness Act would take meaningful steps to update and strengthen the Equal Pay Act of 1963 to help close the gender pay gap.
- We need new tools to fight discriminatory pay practices, and we need effective incentives and assistance to help employers comply with the law. The Paycheck Fairness Act provides these tools by closing loopholes in the Equal Pay Act and putting new protections in place for the benefit of all American workers.
- Women became half of the full-time labor force in our nation for the first time in the last decade, and three-quarters of moms are now in the labor force, more than half of whom are the primary breadwinners for their families. At the same time, women in this country lost more than 5 million jobs in 2020; women accounted for 100% of the jobs lost in December 2020.
- Black women, Latinas, and other women of color are especially likely to be on the front lines of the crisis, risking their lives in jobs in health care, child care, and grocery stores; they are also being paid less than their male counterparts.
- The gender pay gap exists for every age group, in nearly every profession, and widens over a woman's lifetime. It even follows women into retirement, due to lower retirement savings and pension benefits.
- Lost earnings due the wage gap not only leave women without a financial cushion to weather the current crisis, but also make it harder for them to build wealth, contributing to racial and gender wealth gaps and creating barriers to families' economic prosperity.
- We cannot build back an economy that works for everyone without ensuring that all women can work with equality, safety, and dignity, starting with pay equity.
- I/we urge all members of Congress to cosponsor and support the Paycheck Fairness Act. This critical legislation can help women, their families, and our overall economy rebound from the current crisis by guaranteeing equal pay for equal work.

3. Join the conversation on social media

Social media has proven to be a great tool for sharing your message with diverse audiences across multiple platforms. As our nation continues to battle the COVID-19 crisis, online engagement has become more crucial now than ever before. With a well-crafted tweet or Facebook post, you can raise awareness about AAUW issues and spotlight your efforts and honor Lilly Ledbetter's legacy in the fight for equal pay.

Getting Started by using this step-by-step process.

- a. Use the right hashtags. Include relevant hashtags like #PaycheckFairnessAct, #EqualPay and #wagegap in all your social media posts for greater visibility. Take it a step further,

target your hashtag to a particular issue to really connect with what is at stake (#genderequity, #COVID19, #raisethewage).

- b. Use photos. Tweets with photos perform five times better than those without, and good photos are priceless on all social media platforms. We encourage photos from your own life that are relevant and showcase your advocacy.
- c. Tag @AAUW! We look forward to sharing your content and recognizing your hard work. Make sure to follow AAUW on the following social platforms:
 - Facebook: AAUW and AAUW Action Fund
 - Twitter: @AAUW and @AAUWActionFund
 - Instagram: @AAUWnational

Sample Posts

- Women and families can't afford to wait for #equalpay. It's time to pass the #PaycheckFairnessAct! @AAUW <https://www.aauw.org/resources/policy/pfa-toolkit/>
- The Lilly Ledbetter Fair Pay Act, critical as it is, is only one step on the path to ensuring women receive equal pay for equal work. We need the #PaycheckFairnessAct to complete the picture! @AAUW <https://www.aauw.org/resources/policy/pfa-toolkit/>
- The gender #wagegap is compounded by racism. We need laws to combat discriminatory pay practices to ensure that women of color are paid fairly for their work. Demand that Congress finally end #paydiscrimination and pass the #PaycheckFairnessAct now! @AAUW <https://www.aauw.org/act/two-minute-activist/paycheck-fairness/>
- The American people continue to struggle with #unemployment and access to #healthcare during the #COVID19 crisis, particularly women of color who are more likely to be #frontlineworkers—they deserve #equalpay now—pass the #PaycheckFairnessAct @AAUW

Use these Talking Points

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