



WOMEN'S HISTORY MONTH

March 2023

Cause Toolkit

This toolkit is intended to provide your company with inspiration and resources to best engage employees in your Groundswell Workplace Giving Program by highlighting Women's History Month - with a focus on advancing gender equity in the workplace. Choose from the resources included in this toolkit to determine what works best to educate and engage your employees around this cause.

WOMEN'S HISTORY MONTH Overview



Women's History Month takes place in March, and is a time to celebrate the contributions women have had on history, culture, and society - and to raise awareness about the challenges and issues that women continue to face. Women's History Month was first celebrated in 1981, and has since grown to become widely recognized and celebrated.

Well into the 21st century, deep challenges persist for women and girls in America and around the world. The COVID pandemic undercut many gains women made in the workplace, as childcare burdens pulled women away from their careers to shoulder increased needs at home. Reproductive rights continue to be challenged and eroded across the country. And professional sports teams continue to fight for equal pay.

Challenges also persist in the workplace, with women facing underrepresentation in leadership, and also trailing behind male counterparts for promotions. For example, for every 100 men promoted from entry level to manager, only 87 women are promoted, and only 82 women of color are promoted. Women also want to work at companies with a strong commitment to well-being and Diversity, Equity & Inclusion.

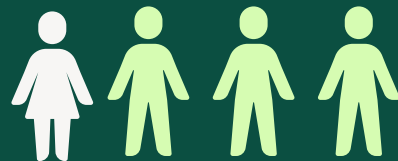
Through Groundswell, your employees can not only support charities working to advocate for women's rights but your Groundswell Giving Program itself is representative of the kind of equity and inclusion that is critical for all employees, including women, to thrive in today's modern workplace.

WOMEN'S HISTORY MONTH

Facts and Data

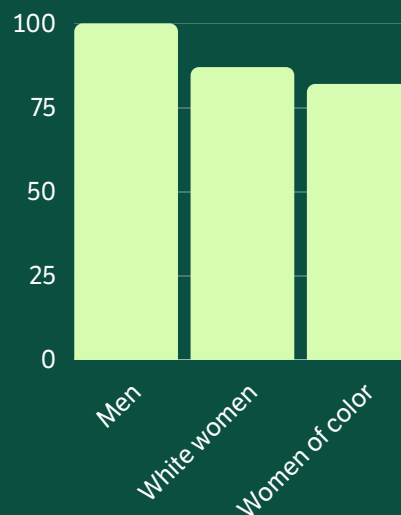
25%

Representation in leadership is low; only 1 in 4 C-suite executives is a woman.



87

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Nonprofit Spotlights

There are many nonprofit organizations working to advocate for women's rights and break down the barriers for equal participation in America and around the world. Listed below are a selection of nonprofits you can find on the Groundswell app:



Girls Inc.

Girls Inc. encourages all girls to be "Strong, Smart, and Bold" through direct service and advocacy. The organization equips girls with the skills to navigate through economic, gender, and social barriers and to grow up as independent individuals



National Organization for Women

The National Organization for Women Foundation is devoted to achieving full equality for women through education and litigation. It focuses on a broad range of women's rights issues, including economic justice, pay equity, racial discrimination, women's health, women with disabilities, reproductive rights, family law, marriage and family formation rights of same-sex couples, and global feminist issues.



National Women's Law Center

The National Women's Law Center fights for gender justice—in the courts, in public policy, and in our society—working across the issues that are central to the lives of women and girls. We use the law in all its forms to change culture and drive solutions to the gender inequity that shapes our society and to break down the barriers that harm all of us.



500 Women Scientists

The mission of 500 Women Scientists is to serve society by making science open, inclusive, and accessible and transform society by fighting racism, patriarchy, and oppressive societal norms.



She Should Run

She Should Run is a nonpartisan nonprofit working to dramatically increase the number of women considering a run for public office.



Equality Now

Equality Now believes in creating a just world for women and girls. Since 1992, their international network of lawyers, activists and supporters have tackled the most difficult issues, challenged ingrained cultural assumptions and called out inequality wherever they see it.



AnitaB.org

AnitaB.org envisions a future where the people who imagine and build technology mirror the people and societies for whom they build it. They connect, inspire, and guide women in computing, and organizations that view technology innovation as a strategic imperative.

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Engage Your Employees

Kickoff

Company-wide email or blog post at the start of the month stating your company's support for Women's History Month, and your call to action. This could include links to resources, and highlighting specific nonprofits that have been vetted for donations - including featured nonprofits found on the Groundswell app dashboard for Women's History Month.

Mid-Month

Share nonprofit recommendations from your Employee Resource Group (or from Groundswell's impact team) as well as links to what to READ, WATCH, or LISTEN to better understand the history of women's history month as well as contemporary issues.

End of the Month

Share the results of the month-long campaign: how many employees participated/donated, number and amount of donations, etc.

If there is a time-sensitive match that expires at the end of month, remind employees to log into their Groundswell account to contribute and donate

Employee Resource Group Engagement

Encourage employees to engage in discussions about the history of women's rights in America, and the challenges that persist today. This could include creating optional spaces, such as brown bag lunches in person or virtually, for employees to have these conversations, or hosting a company-wide discussion group.

Support employees who are involved in organizations or initiatives that support advancing gender equity in the workplace. this could include providing time off and other resources to support mentorship sessions between senior women leaders and more junior employees.

Solicit recommendations from the Women's Employee Resource Group for books to read, films and documentaries to watch, and podcasts to listen to.

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Shareable Resources

Read

- [Hidden Figures](#) by Margot Lee Shetterly
- [Sister Outsider: Essays and Speeches](#) by Audre Lorde
- [Lean In: Women, Work and the Will to Lead](#) by Sheryl Sandberg
- [Bad Feminist](#) by Roxanne Gay
- [Women in Science: 50 Fearless Pioneers Who Changed the World](#) by Rachel Ignotofsky



Watch

- ["She's Beautiful When She's Angry"](#)
- ["RBG"](#)
- ["Miss Representation"](#)
- ["9to5: The Story of a Movement"](#)

Listen

- [The Broad Experience](#) - This podcast shares stories and insights from women in the workforce, covering topics like gender equality, career advancement, and work-life balance.
- [Feminist Frequency Radio](#) - discusses feminist issues and media representations of women.
- [Woman's Hour](#) - a podcast packed with news reports, interviews, and women's issues debates.
- [This History Chicks](#) - this podcast covers the lives and stories of women throughout history, from Cleopatra to Ruth Bader Ginsburg

WOMEN'S HISTORY MONTH

Social Media Templates

" #WomensHistoryMonth is a time to remember and honor the contributions of women throughout history. This year, let's take the time to learn about and celebrate the accomplishments of women from diverse backgrounds and experiences. #RepresentationMatters"

"This #WomensHistoryMonth, we're celebrating the trailblazing women in STEM. From #MaeCJemison to #GraceHopper, these women have made significant contributions to the field and paved the way for future generations. #WomenInSTEM"

" #WomensHistoryMonth spotlight: #JaneGoodall, a pioneering primatologist and conservationist who has dedicated her life to understanding and protecting chimpanzees. Her work continues to inspire us to protect our planet and its inhabitants."

Sample Hashtags

#WOMENSHISTORYMONTH

#REPRESENTATION MATTERS

#WOMENEMPOWERMENT



Groundswell is your ally in corporate philanthropy.

Corporate giving programs aim to empower employees and help companies facilitate and support philanthropic efforts. As global access grows and corporations become more diverse, employee representation becomes an increasingly important subject.

Groundswell enables companies to lay the foundation for their employees to adopt a generous giving attitude towards charities and world-shaping efforts.

Contact

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