

Take Action for Pay Equity

The pay gap impacts all of us — and there's a way for everyone to make their voice heard.

THE AAUW PROGRAM

Though pay inequity is a complex gender and racial equity issue, even small steps advance fairness and opportunity. You can make pay inequity visible and move your community toward action with ideas that work in any town.

Every branch can find an approach that fits its capacity, from a social media post or tabling event to a community program, letter-writing party, or collaboration with like-minded groups. These efforts raise awareness and show AAUW as an action-oriented organization that turns its values into impact. Branches are strongest when events are action-forward. A simple formula works for almost any activity: one fact, one local story, one specific ask, and one follow-up.



LEARN

Deepen understanding and bring new people into the conversation.

- Host a “Pay Equity 101” event using ***The Not So Simple Truth*** slide presentation that connects local data to what would help close the gap and ends with a clear action step.
- Table where people already gather such as libraries, farmers’ markets, community centers, faith communities, and campus events. Share your state’s one-page fact sheet front and center. Consider small treats like Pay Day candy bars to invite people to sign up for future actions.
- Make pay inequity visible in public spaces with a sidewalk chalk walk, window signs in local businesses, or a simple poster display at the library. Keep messages short and readable.

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SHARE

Center real experiences, invite conversation, and help more people see why pay equity matters.

- Create a “Worth More” story booth where people can share a short written or video story about pay secrecy, caregiving, promotions, or pay discrimination. Share selected stories along with easy click-to-post content in the Equal Pay Day Social Media Toolkit.
- Hold a “Guess the Gap” game night using a trivia format to debunk common myths and highlight local realities with a clear action step at the end.
- Promote AAUW salary negotiation workshops by sharing fliers with community groups and in places where people gather, so the tools reach people who may not already be connected to AAUW.

ACT

Turn awareness into concrete change through civic engagement, employer practices, and policy.

- Hold a Pay Equity letter-writing or postcard party where participants contact elected officials with a specific request connected to pay transparency and fair pay. Keep it welcoming and time-limited.
- Host a “Know Your Rights” mini-clinic with a local legal aid group or workers’ rights attorney focused on practical guidance people can use and share.
- Meet with your elected officials and bring the one-page state fact sheet. Ask for one clear commitment and follow up with thanks and next steps.

If your branch is doing public-facing civic engagement, AAUW’s [nonpartisan playbook](#) can help keep language and event structure clearly issues-first.

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JOIN

Join with like-minded groups to expand reach and increase impact.

Collaborations are most effective when they are purposeful, inclusive, and based on shared stakes. AAUW's [coalition-building resource](#) includes practical guidance on how to identify like-minded groups, assess fit, and set clear roles. Choose an activity that is welcoming to people new to pay equity advocacy, and be clear about roles, shared goals, and next steps.

Ideas for like-minded groups:

- Gender equity: YWCA; League of Women Voters; National Council of Jewish Women; National Organization for Women; National Women's Political Caucus
- Women of color and racial equity power-building: Black Women's Roundtable; MANA; A National Latina Organization; National Asian Pacific American Women's Forum; Mijente
- Young professionals and early-career networks: local young professionals' networks (often through chambers); alumni associations for recent graduates; "Women in ..." professional groups; and professional affinity groups in your area
- Higher education student-led groups: student government; Women in Business or Women in STEM clubs; graduate student associations; campus career centers; and Greek life councils, including Panhellenic Council (NPC sororities), National Pan-Hellenic Council (NPHC/Divine Nine), and multicultural Greek councils where they exist

To expand your reach, consider partnering with local organizations that represent communities most impacted by pay inequity. [Learn more about building coalitions.](#)

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DONATE

Your donation helps AAUW continue to provide resources like these and advocate for stronger pay equity laws.

AAUW Resources

- **The Not So Simple Truth report** includes AAUW's analysis of pay gaps across gender, race, education, and more.
- **State fact sheets** provide local pay gap data. These are useful for tabling and meetings with elected officials.
- **Customizable slide presentation** makes it easy to host a "Pay Equity 101" event or give a short talk to a community group. This can anchor presentations, community education, and media outreach.
- **Social media toolkit** provides ready-to-use content to promote the report and recognize Equal Pay Days throughout the year.
- **2026 Equal Pay Days calendar** gives you built-in dates and "hooks" for outreach, tabling, and social media throughout the year.
- **Work Smart and Start Smart salary negotiation workshops** can be shared through community groups and campus career centers.

We want to uplift your work! Share the work of your branch through the [Advocacy Report-Back Form](#) so we can highlight what you're doing and let other branches learn from your example.

For additional resources, visit aauw.org/act



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