

Women's Equality Day 2020: Overview and Guide

What is Women's Equality Day?

Women's Equality Day 2020 commemorates the 100th anniversary of the adoption of the 19th amendment, granting women the right to vote in the U.S.

How does it relate to Women Build 2020?

As we see in the gendered, racial barriers women face when trying to buy a home, the 19th Amendment didn't grant *all* women *equality* and *equal rights* under the law. Women of color, who were instrumental in the suffrage movement, continued to be discriminated against when it came to voting and were actively sidelined.

Today, women have a much harder time getting loans and mortgages to purchase their homes than similarly-situated men, despite the fact that women are more reliable in their payments. Women also are disproportionately responsible for caretaking and continue to face a substantial income gap.

It is even more difficult for women of color. Chicago's past redlining policies, predatory lending, and other discriminatory lending practices have and continue to shut women of color out of the wealth-generating tool of homeownership.

Women Build seeks to move the needle of gender equality, raising awareness and taking action to provide equal opportunity for all women. We made great strides through the suffrage movement, but there is still more to be done.

What is my Call to Action?

FUNDRAISING!

Today, we are asking all Women Builders to honor the 100th anniversary of the 19th Amendment by raising \$100 towards their goals! If we can accomplish this, it means raising a serious amount towards our shared \$300,000 Women Build goal, while educating our friends, family, and peers about both Women's Equality Day and Women Build.

Social Media Tips

Social Media is an effective tool to encourage donors to support your Women Build goal, and Women's Equality Day is the perfect chance to inspire a big, one-day push! By utilizing these pre-made graphics and templates, you can get the word out quickly and extensively. Don't be afraid to post often, and across multiple platforms, to reach as many potential donors as you can. Post to your page, your stories, and send direct messages to anyone you think would be interested in learning about Women's Equality Day, Women Build, and your fundraising goal.

Make sure to include the link to your fundraising page, and don't be afraid to share your own photos and stories – your supporters want to hear from YOU why Women's Equality Day and Women Build matter, and will be more inclined to donate if they know how connected you feel.

Below are some standard ideas and examples of social media posts or email templates. Feel free to use them, edit them, or completely make them your own!

Social Media Post / Email Content Ideas

Social Media/Email Copy 1 (longer):

Happy Women's Equality Day! In honor of the 100th anniversary of the 19th Amendment's certification, please join me in honoring the women's suffrage movement and the women of color whose rights were still not granted.

Just as in 1920, women of color still face significant barriers to gender equality, notably when it comes to housing. Habitat Chicago seeks to break some of these pervading barriers to homeownership for women in Chicago, bringing together 400 women volunteers and future woman homebuyers during a month-long Women Build event to build access to housing and the opportunity to become a homeowner.

Please consider supporting me and my Women Build team, as we work to build a more equitable Chicago! [\[insert fundraising page link or "link in bio" instruction here\]](#)

Social Media Copy 2 (standard):

Today is Women's Equality Day, marking 100 years since the 19th Amendment was certified! While celebrating this milestone, we must recognize that women of color were not fully afforded the same right to vote then and that women of color are still facing racial and gendered barriers to economic, social, health, and education equity today.

We've made great strides in the fight for gender equality, but there is still a long way to go, especially in achieving homeownership. Please consider donating to my Women Build page, to raise awareness and help break down the gendered barriers to woman homebuyers in Chicago! [\[insert fundraising page link or "link in bio" instruction here\]](#)

Social Media Copy 3 (short):

In honor of the 19th Amendment's 100th anniversary, join me in honoring the progress we've made towards gender equality and continue the fight for more progress to be made. Please consider donating to my Habitat Chicago Women Build 2020 fundraising goal, to continue the fight for equality by helping break down the gendered and racial barriers to homeownership in Chicago. [\[insert fundraising page link or "link in bio" instruction here\]](#)

Social Media Copy 4 (Twitter-length):

While we've made great strides towards gender equality since certifying the 19th Amendment 100 years ago, there is still much to be done. Please help me raise awareness of and break down the gendered barriers to homeownership in Chicago by donating to my Women Build 2020 page! [\[insert link in a comment or second post\]](#)