

-AAUW Lake Wales FL Branch, Inc. #3013

-Year-long "Paycheck Fairness Awareness" campaign

-A committee of seven studied and discussed AAUW's pay equity platform, using Pay Equity Resource Kit and related bibliographical material, including AAUW's research publications and book *Why So Few?*

With the data, we developed our own Power Point presentation and surveys to measure how well our presentation gets our message across.

At civic meetings, we display AAUW Pay Equity posters and a tri-fold informational board with current articles on the topic, as well as the language of the proposed Paycheck Fairness Act (S. 3772).

We serve refreshments on two-color paper plates that form a pay gap "pie chart." This quickly opens eyes and is an image that helps people remember the issue.

We roll our Power Point; give an oral presentation; open dialogue; and offer ideas for taking action.

The presentation includes the story of Lilly Ledbetter, which personalizes the issue and leads to the 'ways to take action' portion. Included in our suggestions for taking action are: self-awareness and monitoring of discriminatory practices, support for legislation like S. 3772, support for STEM, support for WAGE Project's \$tart \$mart workshops, hosting this awareness presentation at other groups.

We ask for survey responses at the end. Surveys show our message is coming across. Requests for presentations have been coming forth voluntarily.

We submit newspaper articles with photos before and after our presentations and have had success getting them published. These pieces also invite groups to host the presentation.

-Our target has been our business community and educators. We aim to also present to college women and business-oriented civic groups.

-So far, we have given the presentation four times to 91 non-members and 54 members. 23 members have helped in one way or another. We are continuing to give presentations, and may partner with the downtown retailers or city government for a special sale event or proclamation on Equal Pay Day.

-The public library, arts center, state college president, Charter Schools administration and Chamber of Commerce have all helped in providing meeting space, promotional announcements, in one case a keynote speaker and in all cases helpful verbal support for the cause during discussions.

-Most of the campaign has been funded by member donations of supplies and refreshments. However, one large event, including a hosted hot breakfast meal for 60 Chamber of Commerce members, was funded by AAUW Florida's Pay Equity Mini-grant program, which made a big difference in our ability to draw that crowd.

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