This year, the Institute for Women’s Policy Research (IWPR) is launching an ambitious public education and awareness campaign for Equal Pay Day on March 31, 2020. The multi-media and multi-platform campaign will highlight the impact of wage inequality on the lives of working women, their families, and communities. The campaign also focuses on women and communities that are often left out of national conversations on equal pay—Transgender, formerly incarcerated, and undocumented women.

We hope to spark dialogue, expand our communities and understanding of the impact of wage inequality on different groups of women, and accelerate the closing of the pay gap. It should not take another four decades to achieve pay parity for women, or more than a century for Black and Latina women. With sound public policies, more employer accountability, and culture and narrative change, we can make pay equity a reality in our lifetimes.

We created this partner kit for organizations, stakeholders, advocates, and others who wish to join our efforts raise awareness about wage inequality and win equal pay for all. To learn more about the campaign, visit iwprequalpayday.org

Campaign Launch: The campaign will launch on March 24, 2020 with the release of new research and a set of infographics and end on March 31, 2020.

[Video 1] Fight for What You Earn

Video Overview: This video focuses on the WNBA and the U.S. Women’s Soccer Team’s efforts to win equal pay and raise awareness about the pay gap. It features players, celebrities and sports personalities providing commentary on the issues of the pay gap and equal pay for equal work.

[VIDEO CLIP] Fight for What You Earn

Run-Time: 53 seconds

Release/Embargo Date: 9:00 a.m. EST on March 30, 2020
The Gender Wage Gap by Occupation & By Race and Ethnicity, 2019

Released annually, the IWPR Fact Sheet on the Gender Gap by Occupation provides a snapshot of the median weekly earnings for the most common occupations held by men, women, and men.

**Fact Sheet Press Release**

**Fact Sheet: The Gender Wage Gap: 2018 Earnings Differences by Gender, Race, and Ethnicity**

**Top 5 occupations with biggest gender wage gap**

1. Financial Managers (63.6%)
2. Retail Salesperson (71.7%)
3. Managers, all others (76.3%)
4. Teacher Assistants (81.0)
5. *Chief Executives (80.5)
6. *Accountants and Auditors (80.4)

Women’s Median Earnings as a Percent of Men’s, 1984-2017 (Full-time, Year-Round Workers) with Projections for Pay Equity, by Race/Ethnicity
As a part of the campaign, IWPR developed a set of infographics that can be shared by partners, influencers, advocates, and key stakeholders. The infographics aim to highlight the impact of the pay gap in the lives of real women by connecting the loss of earnings/pay to everyday activities and life milestones. We also worked to highlight the wage gap by race and ethnicity.

We encourage our partners to share the infographics on social media (Instagram, Twitter, Snapchat, Facebook) beginning **Tuesday, March 24, 2020**.

Please use the following tags and hashtags when posting the infographics:

@IWPResearch  #EqualPayDay  #4UsToday4ThemTmrw  #IWPREqualPayDay

All infographics can be downloaded by visiting the campaign microsite @ IWPRequalpayday.org or the campaign zip drive folder.

<table>
<thead>
<tr>
<th>RELEASE DATE</th>
<th>INFOGRAPHIC</th>
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<tbody>
<tr>
<td>Tuesday, March 24, 2020</td>
<td>18% more money to raise a family with</td>
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<td>18% more money to save for your future with</td>
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<tr>
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<td>18% more money to start a business with</td>
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<td>18% more money to pay off student loans with</td>
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<tr>
<td></td>
<td>XX% more money to dream with by race &amp; ethnicity</td>
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<tr>
<td>Wednesday, March 25, 2020</td>
<td>Transgender Women &amp; the Pay Gap</td>
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<tr>
<td></td>
<td>Formerly Incarcerated Women &amp; the Pay Gap</td>
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<tr>
<td></td>
<td>Undocumented women &amp; the Pay Gap</td>
</tr>
<tr>
<td>Thursday, March 26, 2020</td>
<td>Salary History: Get Your Money! Salary Negotiation</td>
</tr>
<tr>
<td>Friday, March 27, 2020</td>
<td>Top 5 &amp; Bottom 5 states with smallest and biggest gender wage gaps</td>
</tr>
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INFOGRAPHICS RELEASE

WEDNESDAY, MARCH 25, 2020

TRANSGENDER WOMEN & THE PAY GAP

Transgender women experience a 32 percent decline in earnings after they transition, and are more likely to face employer discrimination because of their gender identity or expression.

Tweetable Statistics on Transgender Women & the Pay Gap:

• The unemployment rate for transgender people is 3x higher than the general U.S. workforce, 4x higher for transgender people of color.1
• Due to high unemployment rate, nearly one-third (29%) transgender people live in poverty, compared to 12% in the U.S. population.2
• 1 in 6 transgender individuals report losing a job because of their gender identity or expression and have higher rates of unemployment and are more likely to be impoverished compared to their cisgender counterparts.2

FORMERLY INCARCERATED WOMEN & THE PAY GAP

Incarceration can have a devastating and long-term impact on employment opportunities and earnings of women. Formerly incarcerated women have an unemployment rate of 33 percent, and more than half report no earnings at all.

Tweetable Statistics on Formerly Incarcerated Women & the Pay Gap:

• Formerly incarcerated Black women have an unemployment rate nearly twice of formally incarcerated white women, 43.6% and 23.2%, respectively.3
• A criminal record can decrease wages and earnings for formerly incarcerated people by 11 percent, a 40 percent reduction in annual earnings.4
• Only about 55 percent of formerly incarcerated individuals reported any earnings. Of those reporting earnings, the median salary is $10,0905 and four percent earned less than $500.

1 See Note 4
3 See note 8
5 Looney, Adam. 2018. 5 Facts about prisoners and work, before and after incarceration. Brooking Institute.
UNDOCUMENTED WOMEN & THE PAY GAP

While the wage gap for undocumented workers has declined throughout the years, the gap persists. Undocumented women earn 29 percent less than other workers.

Tweetable Statistics on Undocumented Women & the Pay Gap:

• On average, the hourly wages of undocumented workers are 42 percent lower than the wages of U.S. born workers and legal immigrants.

• Undocumented works continue to earn lower wages than documented workers with similar education and skills.

• The age-earnings profile of undocumented workers is almost perfectly flat during much of the prime working years, as a result, the wage penalty for undocumented workers rises significantly over the life cycle.

THURSDAY, MARCH 26, 2020

Don't hesitate to ask for more. IWPR has compiled a list of tips to help you negotiate for a higher salary so that you earn what you deserve. https://femchat-iwpr.org/2020/03/20/how-to-negotiate-your-salary/

FRIDAY, MARCH 27, 2020

TOP 5 STATES* *WITH THE SMALLEST GENDER WAGE GAPS:
1. California
2. New York
3. Rhode
4. Washington, DC
5. Colorado

BOTTOM 5 STATES WITH THE BIGGEST GENDER WAGE GAPS:
47. West Virginia
48. Indiana
49. Montana
50. Utah
51. Louisiana

* Including the District of Columbia
Together, we can win Pay Equity.

For more information and to get involved, visit IWPR.org or IWPRequalpayday.org

Design by Kathryn Bowser