

21  
DAY

# RACIAL EQUITY CHALLENGE

OCTOBER 23 – NOVEMBER 20

[info@RocEquityChallenge.org](mailto:info@RocEquityChallenge.org)

[www.RocEquityChallenge.org](http://www.RocEquityChallenge.org)

## Frequently Asked Questions

### ***What is Rochester's 21-Day Racial Equity Challenge?***

Originally developed by racial justice educators Dr. Eddie Moore Jr., Dr. Marguerite Penick-Parks and Debby Irving, this renowned program has been embraced by a coalition of local leaders, and is being adapted for the Finger Lakes region. [In the words of Dr. Penick-Parks](#), "The 21-day challenge is an opportunity to engage in growth in racial awareness, issues of social justice, power, privilege and systemic inequities. The challenge requires people to read, watch, notice, engage, connect and act daily in a variety of learning opportunities."

Each weekday from October 23 through November 20, participants in the Greater Rochester region will receive emails prompting self-directed learning opportunities that encourage a deeper understanding of race, power, privilege and leadership.

### ***Why is the Challenge 21 days?***

Originally titled the "21-Day Racial Equity Habit Building Challenge," the Challenge spans this length of time because research suggests it takes 21 days to build a new habit.

### ***How does the 21-Day Racial Equity Challenge work?***

Each weekday during the Challenge, participants will receive an email with a brief explanation of the day's racial equity-related topic, and links to educational content (in the form of articles, podcasts or videos). Participants commit to exploring at least one of the content options, each of which will require only 10-15 minutes of time. The daily emails will also include additional opportunities for reflection or taking action.

### ***Where does the content for each day of the Challenge come from? Who selected the articles and videos?***

Localized versions of the 21-Day Racial Equity Challenge have been implemented in dozens of markets across the country. To localize the content and ensure it relates to our community, more than 50 community partners – including leaders in diversity, equity and inclusion; community leaders; and human service organizations – proposed, vetted, and selected the content that will be used in our regional Challenge.

Content criteria included:

- Resources from trusted and non-biased educational and DEI institutions and sources.
- Each piece of content should take no longer than 10-15 minutes to consume.
- Both local and national content.
- Available online via a direct link.
- Freely accessible online (no paid subscription required).

### ***How do I sign up?***

To sign up for the 21-Day Racial Equity Challenge, simply visit [www.RocEquityChallenge.org](http://www.RocEquityChallenge.org).

- **Individuals** can sign up via the pop-up window, or by filling out the red-bordered, “I’m Ready for the Challenge” box on the home page.
- **Organizations** have 3 options for engagement:
  1. Complete the form at [RocEquityChallenge.org](http://RocEquityChallenge.org) to securely transmit a full list of employee names and work email addresses;
  2. Have a team member lead the Challenge internally by forwarding the daily email or downloading the day’s challenge from [RocEquityChallenge.org](http://RocEquityChallenge.org) and send to staff via email, intranet, or other employee relations system;
  3. Direct team members to [RocEquityChallenge.org](http://RocEquityChallenge.org) to register as individuals.

### ***What happens after I sign up?***

Individuals who sign up will immediately receive a confirmation email from [info@RocEquityChallenge.org](mailto:info@RocEquityChallenge.org). To ensure emails are received regularly, participants are encouraged to flag this email address as “approved” to ensure emails don’t end up in spam folders.

Employees at organizations that sign up by providing team members’ names and email addresses via upload will also receive a welcome email from the system within 24-48 hours. It is recommended that employers alert their teams before uploading addresses.

### ***How do I unsubscribe from the challenge?***

Participants can unsubscribe from the 21-Day Challenge by clicking on the “unsubscribe” link at the bottom of any of the daily emails they receive.

### ***Can I start after the launch date? What happens if I sign up late or can’t begin the Challenge on October 23?***

Although many individuals and organizations will be learning together during the 21 days from October 23 to November 20, this timing may not work for everyone who wants to be involved. For those who sign up late, or want to explore the challenge well after it’s over, the full 21 days of material will remain on the website at [www.RocEquityChallenge.org](http://www.RocEquityChallenge.org), where you can catch up, go at a slower pace, or share with your workplace at a different time.

### ***Will participants receive emails on the weekends?***

No, during the 21-Day Racial Equity Challenge, participants will receive new emails on weekdays only. Weekends will be a time to catch up, reflect further, catch up with friends and family about something you learned, or explore some of the additional resources.

### ***I have signed up and the Challenge has launched, but I haven’t received any emails yet. Why not?***

Some email systems have security measures that categorize mass emails as “spam” or “junk.” To ensure the Challenge emails get through any blocking software, flag the [info@RocEquityChallenge.org](mailto:info@RocEquityChallenge.org) email address as “approved” in your junk/spam folders.

If spam/junk email boxes aren’t the problem, please email [info@RocEquityChallenge.org](mailto:info@RocEquityChallenge.org). We may ask you to re-register to ensure your information is accurately reflected in the daily email lists.

***What happens if I can't do the daily prompts?***

Challenge content has been thoughtfully curated to limit the daily time requirement to 10-15 minutes, in an effort to make the daily effort easy and habitual. However, if you miss any day for any reason, the content will remain available. Not only will you have the weekends to get caught up, but you can revisit previous days and explore additional materials any time at [www.RocEquityChallenge.org](http://www.RocEquityChallenge.org).

***How do we/I provide feedback on the Challenge?***

Email [info@RocEquityChallenge.org](mailto:info@RocEquityChallenge.org) at any time to provide feedback or ask questions. Please allow Challenge organizers 24-48 hours to get back to you (and perhaps longer over the weekend), as the volume of requests and questions has been significant given the number of participating individuals and workplaces.

***How do I invite others to join the Challenge?***

Direct friends, family members and colleagues to sign up at [www.RocEquityChallenge.org](http://www.RocEquityChallenge.org). Or share the [official "I'm participating" badge](#) to announce your support of the Challenge in social media.

***I am coordinating my organization's participation in the Challenge. What do I have to do?***

A sincere thanks to everyone who is leading their employees and colleagues through the 21-Day Racial Equity Challenge!

First, determine how your workplace will sign up your team members. There are three ways to sign up:

1. Complete the form at [RocEquityChallenge.org](http://RocEquityChallenge.org) to securely transmit a full list of employee names and work email addresses;
2. Have a team member lead the Challenge internally by forwarding the daily email or downloading the day's challenge from [RocEquityChallenge.org](http://RocEquityChallenge.org) and send to staff via email, intranet, or other employee relations system;
3. Direct team members to [RocEquityChallenge.org](http://RocEquityChallenge.org) to register as individuals.

If you upload your employees' names and email addresses, be sure you alert them to the Challenge beforehand, as they will receive an immediate email confirmation of their involvement.

If you have any questions not addressed in this FAQ, please email your inquiry to [info@RocEquityChallenge.org](mailto:info@RocEquityChallenge.org).

***How do I alert my employees that they are signed up?***

All-staff meetings, departmental/team meetings, all-staff emails, and intranets are all great ways to share the news that your organization is participating in the 21-Day Racial Equity Challenge.

***What do I have to do in the office in addition to sharing the emails?***

The 21-Day Racial Equity Challenge was designed as a self-directed learning opportunity that will enable participants to establish a deeper understanding of race, power, privilege and leadership. It can be one part of a coordinated DEI (diversity, equity and inclusion) initiative, but it is also a meaningful first step for employers to begin a discussion of equity in the workplace.

There are no obligations to employers who want to engage their teams. However, some organizations are planning additional activities within their workplaces during the 21 days, including:

- lunch-and-learn conversations for employees to share "a-ha" moments and new learnings;
- deeper discussions of 21-Day Challenge topics during all-staff meetings;
- guest speakers from local DEI organizations to share additional information and insights on key topics;
- assembling small groups to watch short videos and facilitating discussions; and
- other team, departmental, or organization-wide conversations.

***My organization's employees signed up on their own, how will I be able to tell which of my employees are participating?***

Challenge coordinators can assess the number of employees participating from your workplace, as long as they sign up with their work email addresses. Simply email [info@RocEquityChallenge.org](mailto:info@RocEquityChallenge.org) with a request for the number of sign-ups from your organization, and provide your work email extension (the part of the email address after the name).

***My organization has employees outside of Rochester. Can I share the Challenge with them?***

Everyone in any geography is welcome to participate in our region's Racial Equity Challenge. Although the Challenge will include some Rochester-focused content and local actions, much of the resources are national/global in nature.

***When will my company's logo be added to the website?***

Every Friday, Challenge coordinators update the [RocEquityChallenge.org](http://RocEquityChallenge.org) website, including uploading the logos of organizational partners that have come on board over the previous week. Logos can be uploaded to the website, or emailed to [info@RocEquityChallenge.org](mailto:info@RocEquityChallenge.org).

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