[NOTE: SELECT ALL & COPY TO PASTE THIS IN YOUR EMAIL OR MESSAGING APPLICATION. THEN MAKE ANY EDITS YOU LIKE BEFORE SENDING.}

Hello,

I am putting together a small group here at [ORGANIZATION] to sign up for and participate in the 21-Day Equity Challenge, and I thought you might like to join us! Please see below to learn a little more about the challenge, and to find instructions for signing up.

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| Uniting to learn and grow together.  *The 21-Day Equity Challenge is a powerful opportunity for shared learning and growth and invites central Iowans to develop a deeper understanding of how inequity and racism affect our lives and our community.*    Sign up at [**www.EquityChallenge.org**](http://www.EquityChallenge.org) to join the 21-day self-guided learning journey that begins on **October 5, 2020**.  Each weekday during the challenge we will highlight a different topic, and participants will receive an email with links to articles, videos, podcasts, and more.   * **100% FREE to participate** * Receive an email every weekday Oct. 5 to Nov. 2 with links to recommended articles, videos, podcasts, and more * Daily topics include Understanding Privilege, Housing & Redlining, Justice System Inequities, Allyship, and many more | |
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| It’s Easy to Sign Up and Participate | |
|  | Visit **www.EquityChallenge.org** and fill out the form to sign up.  It’s free, easy, and all you need is an email address. |
|  | Post it on social media, and challenge two or more of your friends.  “I just signed up for the #**EquityChallenge**, and I challenge John Doe and Jane Doe to sign up too! www.EquityChallenge.org” |
|  | Read, Watch, or Listen to at least one thing each day.  Starting on October 5, you will receive an email each weekday with a few articles, videos, podcasts, etc. related to that day’s topic. Take in at least one, and feel free to journal about your thoughts or chat with others about what you learned. |
| Thank you for considering participating in the 21-Day Equity Challenge. If you would like to help others learn about this opportunity, please feel free to forward this message to them. We are shooting for 10,000 participants, and we hope you will be one of them! | |