



United Way for Southeastern Michigan

The 21-Day Equity Challenge is an opportunity to expand our knowledge and understanding of the historic and persistent inequities that play a role in our social and economic landscape here in Southeastern Michigan.

Use this language to share your organization’s commitment to the equity challenge and encourage your followers to sign up.

SAMPLE SOCIAL POSTS

HASHTAGS
Please use hashtags for all Equity Challenge posts so that United Way can track and share your posts!
#EQUITYCHALLENGE **#RISETOTHECHALLENGE**

HANDLES
TWITTER & INSTAGRAM **FACEBOOK & LINKEDIN**
@UnitedWaySEM @UnitedWayforSoutheasternMichigan



MAIN ANNOUNCEMENT GRAPHIC

Are you ready to rise to the challenge? Join us and sign up for @UnitedWaySEM’s 21-day #EquityChallenge to deepen your understanding of inequities across Southeastern Michigan, confront bias, and commit to justice. Sign up at UnitedWaySEM.org/EquityChallenge

We are committed to creating a more just and inclusive community, so we’re taking @UnitedWaySEM’s 21-day #EquityChallenge and you should, too. Sign up at UnitedWaySEM.org/EquityChallenge

Change starts right here with you. And each of us. Commit to it and our community. #RiseToTheChallenge with @UnitedWaySEM and dive into 21 days of thought-provoking and actionable content. Sign up at UnitedWaySEM.org/EquityChallenge



RISE TO THE CHALLENGE GRAPHIC

And you should, too! Sign up for @UnitedWaySEM’s 21-day #EquityChallenge to build and expand your learning for and with our community. Accept the challenge at UnitedWaySEM.org/EquityChallenge

#RiseToTheChallenge with @UnitedWaySEM and commit to building, learning, and growing individually and collectively to do better for our community. Accept the challenge at UnitedWaySEM.org/EquityChallenge

Join us in signing up for @UnitedWaySEM’s 21-day #EquityChallenge, so we can all do better for ourselves, each other and our community. Accept the challenge at UnitedWaySEM.org/EquityChallenge