

Conversations for Change

Over Coffee



Conversations for Change are a great way to connect and motivate friends and family to speak up and take action towards advancing equity and economic justice for working women and people of color.

Women Employed invites you to host a Conversation for Change virtually over a cup of Good Cause Coffees to discuss what it will take for women to reach true equity in the workplace and beyond. This simple way to connect is the start to making tangible and impactful change. We are at a pivotal point in time and a moment filled with promise—so let's come together to reimagine a society where all women are supported and where we can “build back better!” PLUS, when you order your coffee from Good Cause Coffees (a social impact company roasting high quality coffee) as an effort to drive consistent revenue for nonprofits—\$5 of every bag of coffee sold will benefit our mission to improve the economic status of women and remove barriers to economic equity. You and your guests can purchase a bag or sign up for a monthly coffee subscription [here](#).

Since 1973, Women Employed has been crashing ceilings, breaking barriers, and opening doors to expand educational and employment opportunities for working women. From working to pass laws decades ago that made sexual harassment illegal to recently winning paid sick days in Chicago and Cook County, Women Employed has been at the forefront of every economic advancement for working women in the last 48 years.

Inviting Your Guests

A Conversation for Change brings together individuals, some of whom may already know each other, to come together over coffee and a shared conversation with purpose. We encourage you to invite people from different backgrounds to learn from one another on the topic of equity for women in the workplace. To help you in your planning, we have included templates and graphics to send to your invitees.



Sample Email Language:

Dear [name],

While we are not able to come together physically, unity is more important now than ever. As an effort to build community and maintain connectedness, I would like to invite you for coffee while engaging in a Conversation for Change. The purpose of a Conversation for Change is to bring people together to take collective action for a more just and equitable world. I will be hosting our conversation via Zoom on [date and time] with [# of people] other people [or if your guests all know each other, name who is coming too!].

My goal for our time together is to engage in dialogue about how we can work together to advance gender equity and share tools and resources that can help us all be more informed and empowered to make a difference in our communities.

If you would like to attend our Conversation for Change, please let me know by [insert date]. Additionally, I am encouraging everyone to fuel their participation by purchasing coffee from Good Cause Coffees, a social impact company roasting high quality coffee as an effort to drive consistent revenue for nonprofits. If you choose Women Employed at checkout, \$5 of every bag of coffee sold will benefit their mission to improve the economic status of women and remove barriers to economic equity. You can purchase a bag or sign up for a monthly coffee subscription [here](#).

I hope you can join us!

Sincerely,

[Your Name]

Social Media Tools:



• Tag Us on Social!

- [Twitter](#), [Facebook](#), [Instagram](#), [LinkedIn](#):
[@WomenEmployed](#)
- [Instagram](#), [Facebook](#):
[@GoodCauseCoffees](#)

• Sample Tweets

1. While we are not able to come together physically, our unity is more important now than ever. Join me for a Conversation for Change fueled by Good Cause Coffees on [date] at [time]. This will be a time for us to take collective action for a more equitable world. Message me to RSVP!
2. We can't be in the same room, but we can be drinking the same coffee while engaging in a Conversation for Change! Join me on [date] at [time] for a conversation on how we can be more informed & empowered to make a difference in our communities. RSVP to [email]



3. To build community & maintain connectedness, I would like to invite my friends & family for a virtual coffee date on [date] at [time]. During this time, we will talk about how we can take collective action for a more equitable world. I hope you can join me! Message me to RSVP.

- **Sample Language for Facebook, Instagram, and LinkedIn**   

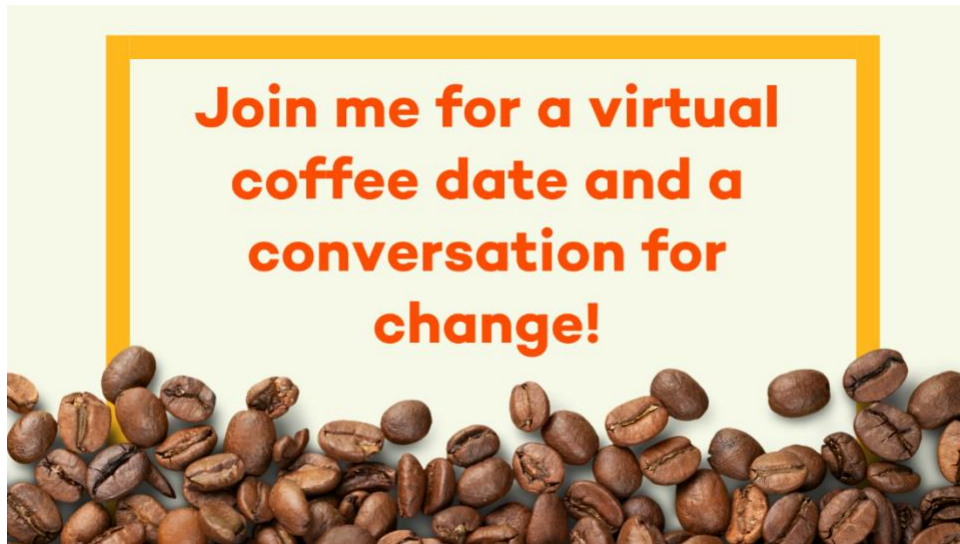
1. While we are not able to come together physically, our unity is more important now than ever. Join me for a Conversation for Change fueled by @GoodCauseCoffees on [date] at [time]. As an effort to build community and maintain connectedness, our conversation will be a time for us to come together and brainstorm how we can take collective action for a more just and equitable world. PLUS, if you order your coffee from Good Cause Coffees and choose @WomenEmployed at checkout, \$5 from every bag or coffee subscription you purchase will benefit their mission to improve the economic status of women and remove barriers to economic equity. RSVP to [email] by [date].

2. We can't be in the same room, but we can be drinking the same coffee—all while engaging in a Conversation for Change! The purpose of a Conversation for Change is to provide people with the time and space to dialogue about how we can work together to advance gender equity as well as share tools and resources that can help us all be more informed and empowered to make a difference in our communities. AND, if you order your coffee from @GoodCauseCoffees and choose @WomenEmployed at checkout, \$5 from every bag or coffee subscription you purchase will benefit their mission to improve the economic status of women and remove barriers to economic equity. I hope you can join me on [date] at [time]. RSVP to [email].

3. To build community and maintain connectedness, I'm inviting my friends and family for a virtual coffee date where we can engage in a Conversation for Change. The goal is to have a safe space where we can engage in dialogue about how we can take collective action for a more equitable world. I hope you'll consider joining me! Please let me know if you'd like to attend by [date] at [time]. You can send me a direct message or email me at [email]. Whether you can join me or not, I encourage you to purchase your coffee from @GoodCauseCoffees! If you choose @WomenEmployed at checkout, \$5 from every bag or coffee subscription you purchase will benefit their mission to improve the economic status of women and remove barriers to economic equity.

- **Social Media Graphics:**

- [View and download all social media graphics here](#)
- [View and download all landscape graphics \(for Facebook, Twitter, and LinkedIn\)](#)



- [View and download square graphics \(For Instagram\)](#)



- [View and download images for your story on Instagram, Facebook, LinkedIn, and Twitter \(Fleets\)](#)

Conversation Guidelines

To launch the conversation, an overarching question is used to begin a discussion about personal feelings, stories, and experiences relevant to the conversation's theme. But, before you begin, we've provided some simple guidelines to help along the way:

1. **Reinforce the purpose** by ensuring that your guests stick to the topic at hand and avoid straying.
2. **Set safe and brave space agreements** by encouraging bold dialogue while maintaining mutual respect, openness, and active listening. Make sure that all participants have the chance to voice their opinions.
3. **End the conversation** by extending gratitude to your guests and asking them what they learned and what impacted them most about the conversation.



The Conversation

Begin the conversation by posing the following question:

What is it going to take for women to reach true equity?

Conversation prompts: Throughout the conversation, you can stimulate the discussion by introducing topics around women's social justice and equity.

- *Sample Questions:*
 - Women have been disproportionately impacted by the COVID-19 pandemic. The increasing number of women who have left the workforce—because of job loss, a disproportionate share of caregiving responsibilities, or both—has resulted in what experts are calling a 'shecession.' How can women recover from the 'shecession' and emerge stronger than before?
 - How can men support the fight for gender equity?
 - Intersectionality is a framework for understanding people's overlapping identities and experiences. It asserts that people are often disadvantaged or privileged by multiple sources: their race, class, gender identity, sexual orientation, religion, and other identity markers. For example, white women working full time make 79 cents for every dollar paid to white men while Black women make just 63 cents for every dollar a white man makes. This is because Black women are impacted by both sexism and racism, while white women are disadvantaged by their gender but

privileged by their race. How are your experiences shaped by your identities and how might these differ from the experiences of others?

- What does a fair, equitable, and inclusive workplace look like for women, specifically women of color?
- Sexual harassment remains a widespread problem, affecting women in every kind of workplace setting and at every level of employment. Bystanders and witnesses can play an essential role in supporting the person targeted by harassment. Have you ever witnessed or experienced an act of sexual harassment at work or school? How did you respond or wish you would have responded?
- What is one thing you can do to speak up for yourself—or make space for others to speak up—in your workplace?

We Want to Hear from You

Throughout your conversation, take pictures and document your experience (as long as you have consent from your guests)! Share your pictures on social media and tag us to let us know how your Conversation for Change went. We deeply value your feedback and would love to invite you into our community of activists and advocates. Don't forget to encourage your guests to connect with us and support our mission by making a one time or monthly gift and be sure to invite some of the most enthusiastic participants to host their own conversation.

Stay Connected and Get Involved

Don't miss out on what we're doing and keep your activism going!

- Make a [one-time or monthly gift](#)
- [Subscribe](#) to our monthly newsletter, WE-Zine, to stay in the know and find out how you can make an impact.
- [Sign up](#) for Action Alerts to receive timely alerts and legislative updates on our issues so you can take action.
- Join one of our volunteer [councils](#)
- Follow us on social media.
 - [Twitter](#)
 - [Facebook](#)
 - [Instagram](#)



Questions? Want more information?

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