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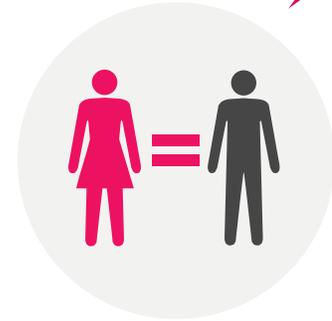
# PLEDGE *for* PAY EQUITY

## The Idea: Pay Equity

Research shows that pay equity is seen as one of the top issues facing working women in the United States today—and this sentiment is shared equally by men and women, both in and out of the workforce.

Furthermore, through our consulting and certification work, our own research at 3% shows that many of the agencies we have worked with have done pay equity analyses and have committed to rectifying, as necessary, like-for-like salaries between women and men.

And yet many of the women who work at these agencies still remain skeptical that they are being paid equitably.



## 3% wants to solve this disconnect

The 3% Movement is embarking upon the FIRST 30 for PAY EQUITY campaign in order to create and drive momentum in the movement to close gender pay gaps. We want agencies who have conducted wage audits and who are committed to pay equity to become founding members of the 3% PLEDGE FOR PAY EQUITY.



### The Pledge For Pay Equity

3% is asking signatory agencies to commit to three distinct pillars:

- 1** Agencies have done a wage audit within the last two years – this will become a rolling commitment year over year.
- 2** Agencies have rectified any like-for-like disparities, thereby ensuring true pay equity.
- 3** Agencies are willing to be transparent about it by participating in the 3% pledge and by communicating their ongoing commitment to their employees, industry and the world.

**i** The 3% PLEDGE FOR PAY EQUITY is a powerful message to convey to women and men in our agencies, clients and the broader industry. We plan to create an ongoing feature on the 3% website to highlight the agencies who take the pledge. The first 30 agencies who join as part of the FIRST 30 for PAY EQUITY campaign will receive a special acknowledgement at our fall conference in Chicago on November 8th and 9th.

**Deadline for participation is September 15, 2018 and is completely FREE.** We do, however, ask that you commit to renew your pledge every two years.

For more information or to confirm your agency's participation as a founding member, please contact Amanda Enayati, 3%'s Head of Culture Innovation, at [amandaenayati@3percentconf.com](mailto:amandaenayati@3percentconf.com).