

DEMAND

DEMAND IX

EQUITY FOR EVERYONE



HOW TO USE THIS ACTION GUIDE

Use this **Digital Action Guide** to help raise awareness of **Demand IX**, a nationwide campaign to celebrate the 50th Anniversary of Title IX and to support ongoing efforts to strengthen and expand Title IX.

We have provided sample captions, but feel free to adapt the captions to your specific audience and use the language and messaging that will resonate most with the community that you serve. We encourage all partners to use and tag the campaign hashtag #DemandNine across all of your social media accounts. In this action guide you will find:

- A launch video,
- Digital graphics,
- A website pop up banner, and
- Social media thumbnails and banners.

Please share far and wide and encourage everyone you know – family, friends, colleagues, and more – to sign the campaign pledge at www.demandix.org.

DOWNLOAD ALL CONTENT HERE



DEMAND IX



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BACKGROUND

Half a century ago, the fight for gender justice made a revolutionary breakthrough. Although the Civil Rights Act of 1964 intended to end discrimination based on sex, religion, race, color, and national origin in employment, it did not prohibit gender discrimination in public education and other federally assisted programs.

Through a broad-based movement and the organizing of countless people and organizations, **Title IX**, the groundbreaking federal civil rights legislation prohibiting sex discrimination in all federally funded school programs, was signed on June 23, 1972.

While Title IX opened doors for many, there are still systemic barriers for underrepresented populations, including girls and women of color, those who identify as gender non-conforming, LGBTQIA+, those from rural or lower-income communities, and those who are disabled.

TITLE IX IMPACT

The impact of Title IX on society is significant. Since its passage, Title IX has positively impacted the lives of millions of people, providing a pathway to achieving gender equity in education and the broader society, including:

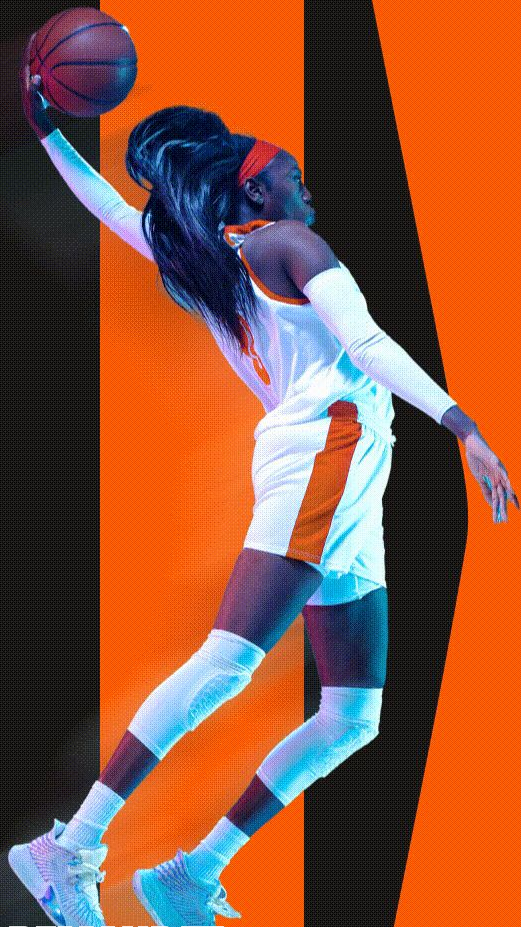
- Title IX remains the only federal law that explicitly prohibits sex discrimination in education.
- Title IX applies to schools, local and state educational agencies, and other educational programs and activities in the U.S. that receive federal funding, including approximately 17,600 local school districts, over 5,000 post-secondary institutions, charter schools, for-profit schools, libraries, and museums.

Despite progress, gender inequities persist. For example, women's sports teams are still under-resourced, sexual violence continues to be pervasive in schools, and women hold almost two-thirds of the country's student debt.

To learn more, go to www.DemandIX.org



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ABOUT THE CAMPAIGN

Demand IX is a campaign to engage millions of people as we coordinate efforts to galvanize the impact of individual Title IX Anniversary projects into one empowering national campaign that amplifies Title IX efforts and provides onramps for public participation and action.

The campaign aims to equip the Title IX Anniversary Coalition — composed of the Billie Jean King Leadership Initiative, National Women's Law Center, the Women's Sports Foundation, and others — with 1 million signatures. These signatures will create a powerful voice to take to Congress and other policymakers to demand more robust Title IX protection and enforcement.

Locally, Demand IX will educate, inspire, and empower millions of college students and leaders with the tools they need to ensure fairness for everyone in educational institutions.

THE PLEDGE

The following is the Demand IX pledge that the Title IX Anniversary Coalition will use to advocate for stronger Title IX protections and enforcement.

*I PLEDGE TO FIGHT FOR EQUITY
AND JUSTICE BY ADVOCATING
FOR STRONG TITLE IX PROTECTIONS
AND ENFORCEMENT.*

Signatures that we collect will create a powerful voice to take to Congress and policymakers across the country to demand more equity and justice for all.



DEMAND IX



CAMPAIGN MESSAGING

As the campaign unfolds, our driving messages will be informed by our community partners. The following are our three core messages:

CORE MESSAGE #1

You can be a part of history. Join us in signing the pledge to fight for equity and justice. Together, we will continue to advocate for strong Title IX protections and enforcement.

CORE MESSAGE #2

Title IX benefits everyone. Since its passage 50 years ago, Title IX's historic legislation has provided a pathway to achieving gender equity in education, athletics, and the broader society.

CORE MESSAGE #3

We must hold schools and systems accountable. While we have much to celebrate, more work needs to be done to fulfill the promise and purpose of Title IX.

CALLS TO ACTION

1) SOCIAL MEDIA AMPLIFICATION

Share and repost the Demand IX launch video and graphics on Instagram, Twitter, and Facebook starting on the campaign soft launch on Tuesday, April 19th at 12pm PT / 3pm ET or anytime afterwards.

2) SHARE THE PLEDGE

Share the campaign pledge at demandIX.org with your networks that will be used by the Demand IX coordinating organizations to gain Title IX compliance and enhance power locally.

3) SWITCH YOUR SOCIAL MEDIA THUMBNAILS & BANNERS

We encourage all partners to switch their social media thumbnails and banners with the Demand IX assets to further promote the campaign.

4) ADD THE DEMAND IX POP UP BANNER TO YOUR WEBSITE HOMEPAGE

We encourage all partners to put the Demand IX pop up banner on the homepage of their website to direct people to the Demand IX web page and pledge.

5) STAY INFORMED

Follow us at #DemandNine to stay informed on all the latest campaign updates. We will be regularly announcing other tangible ways you can support this groundbreaking campaign via social media.

Instagram: @billiejeankingleadership, @nationalwomenslawcenter, @womenssportsfoundation

Twitter: @bjklinitiative, @nwlcenter, @womenssportsfdn



DEMAND IX

SOCIAL MEDIA THUMBNAILS & BANNERS



SOCIAL MEDIA BANNER

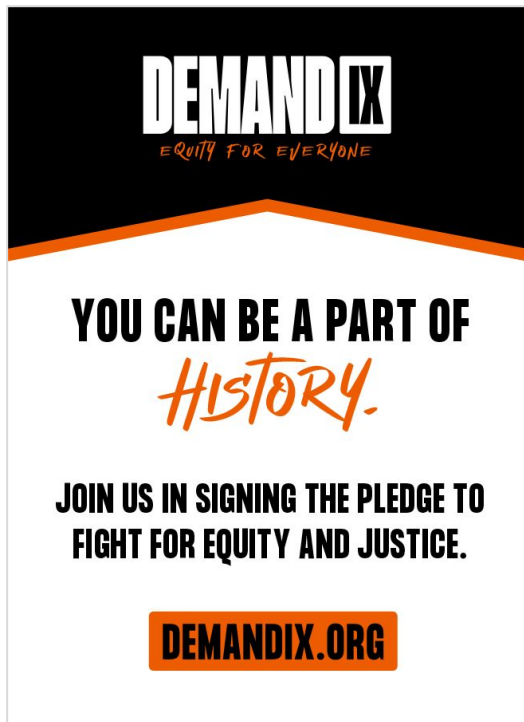


SOCIAL MEDIA THUMBNAIL

[DOWNLOAD THUMBNAILS & BANNERS](#)



WEBSITE POP UP BANNER



WEBSITE POP UP BANNER

How to Use:

This is an easy way to help direct traffic from your website to the Demand IX campaign and pledge.

- 1) Download the Demand IX Pop Up Banner
- 2) Upload the Demand IX Pop Up Banner to your organizational homepage
- 3) Link the Demand IX Pop Up Banner to the campaign website at www.demandix.org
- 4) Thank you for helping make history!

[DOWNLOAD POP UP BANNER](#)

POST 1: CAMPAIGN LAUNCH VIDEO



Post Date & Time: Tues, April 19 @ 12pm PT / 3pm ET

Platforms: Instagram, Twitter, Facebook

Suggested Caption:

You can be a part of history. Join me in signing the pledge to fight for equity and justice. Together, we will continue to advocate for strong Title IX protections and enforcement.

Learn more at DemandIX.org.

#DemandNine #EquityForEveryone #TitleIX

[DOWNLOAD VIDEO](#)

DEMAND IX

POST 2: CAROUSEL



Post Date & Time: Thurs, April 21 @ 12pm PT / 3pm ET

Platform: Instagram

Suggested Caption:

Title IX benefits everyone. We are stronger together when we work to ensure that Title IX lives up to its original promise and full potential.

This groundbreaking federal civil rights law prohibits sex discrimination in education, and has paved a path towards gender equity. But we have to keep fighting to protect it. Join us in the pledge to fight for equity and justice by advocating for strong Title IX enforcement. Go to DemandIX.org to learn more.

#DemandNine #EquityForEveryone #TitleIX

DOWNLOAD GRAPHICS

DEMAND IX

POST 3: GIF



Post Date & Time: Fri, April 22 @ 12pm PT / 3pm ET

Platform: Twitter, Facebook

Suggested Caption:

What we do in this moment will define the next chapter of our collective story. As Title IX enters its 50th Anniversary, let's celebrate our history, face our challenges, and continue charting a path forward. Learn more at DemandIX.org.

#DemandNine #EquityForEveryone #TitleIX

[DOWNLOAD GIF](#)

POST 4: GIF



**WE DEMAND
EQUITY**

Post Date & Time: Mon, April 25 @ 12pm PT / 3pm ET

Platform: Instagram, Twitter, Facebook

Sample Caption

The impact of Title IX is nothing short of historic. Since its passage 50 years ago, it has provided a pathway towards gender equity in education, athletics, and society, but there is still work to do. Join our pledge to protect & enforce #TitleIX.

#DemandNine #EquityForEveryone

[DOWNLOAD GIF](#)

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LINKS & TAGS

Website in Bio or Swipe-up Link: www.DemandIX.org

Accounts to Tag:

Instagram: @billiejeankingleadership,
@nationalwomenslawcenter, @womenssportsfoundation

Twitter: @bjklinitiative, @nwlcenter, @womenssportsfdn

Facebook:

- Billie Jean King Leadership Initiative: @BJKLInitiative
- National Women's Law Center: @NWLC
- Women Sports Foundation:
@womenssportsfoundation

Primary Hashtags to Use:

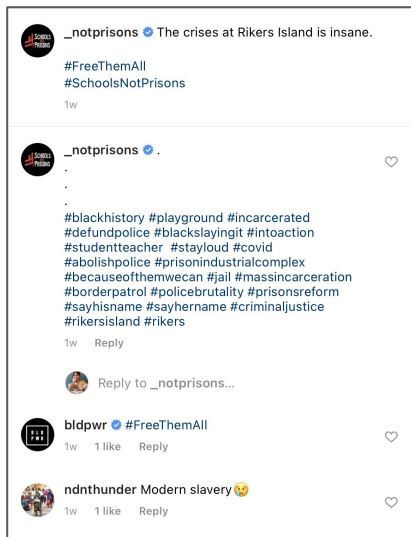
#DemandNine
#DemandIX
#EquityForEveryone
#TitleIX

Hidden Hashtags (up to 30): ([How-to Video](#))

-
-

#FixTitleIX
#DoYourJob
#AccountabilityNow
#DemandJustice
#DemandEquity
#DemandFairness
#BeAPartOfHistory

Example of Hidden Hashtags



ABOUT US

Billie Jean King Leadership Initiative

Founded in 2014 by sports champions and social activists Billie Jean King and Ilana Kloss, the **Billie Jean King Leadership Initiative** aims to create a world where workplaces are free of discrimination and inequality.



National Women's Law Center

The **National Women's Law Center** fights for gender justice—in the courts, in public policy, and in our society—working across the issues that are central to the lives of women and girls.



Women Sports Foundation

Established in 1974, the **Women's Sports Foundation** works to advance the lives of women and girls through sports and physical activity while enabling all girls and women to reach their potential in sports and life.



Campaign Partners

Demand IX is working with a number of leading national, state and local organizations working to close the gender equity gap. As of the campaign launch, we have over 30 groups participating including Athletes for Impact, National Alliance to End Sexual Violence, Public Justice, Every Voice Coalition, Just Women's Sports, Girls Inc., GLSEN, TIDES, and many others. To view a complete list of partners visit [demandIX.org](https://demandix.org)



STAND

THANK YOU

