



Company/Organization: NH Citizens Alliance

Contact: Karen Kelly

Challenge: working with businesses in helping express their values through advocacy in the state; dealing with fear that they will alienate their customer base.

Approach: Provide an opportunity for businesses to participate in a day of action on National Equal Pay Day in any way they choose.

Impact: Among others, the owner of The Works Bakery café decided to participate in the action with all 4 NH cafes. They provided a 21% discount for women on the day. Their business doubled with over 1800 women taking advantage of discount. Publicity was not only statewide but owner was contacted by People Magazine, US News, NY Times, AP, Reuters. Cafes in other states wondered why they didn't get to participate too. People who couldn't be there on the day of action- both men and women- thanked the owner, stopping him on the street. For next year, The Works plans to participate even bigger and better and has asked to be made aware of other important needs and opportunities. Another impact is the community awareness of equal pay day. (Equal Pay Day – 3/21/16- is the day in 2016 that women's wages caught up with those of men at the end of 2015.)