

GenderAvenger FAQ

What is the goal of GenderAvenger?

GenderAvenger (GA) is a non-profit advocacy organization determined to build a community dedicated to ensuring that women are always part of the public dialog... because women's voices count.

How do you define the “public dialog”?

GA focuses on the presence of women on conference stages, on significant lists, in publications (as authors or quoted as thought leaders), on-screen, wherever gender balance is an issue. Attention is paid across sectors, including finance, higher education, tech, science, politics, arts and culture.

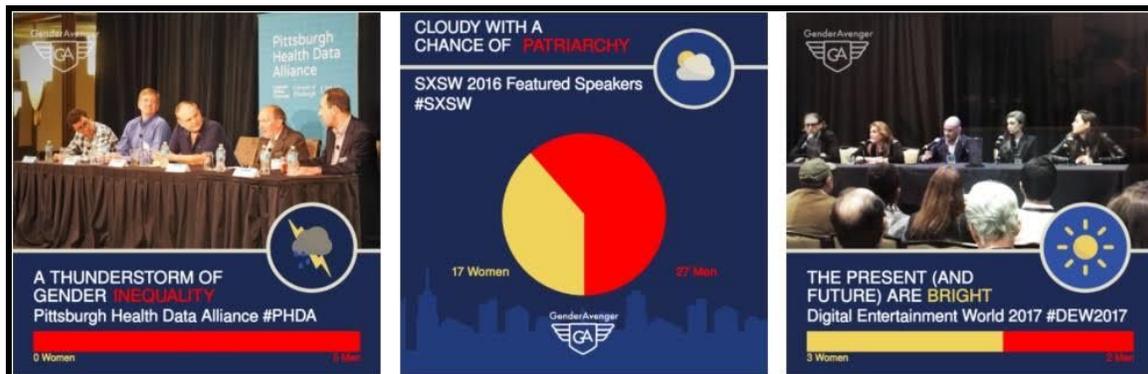
What is GenderAvenger's strategy to affect change?

We believe that individual voices amplified by a community of shared values and perceived power can affect change.

What tactics does GenderAvenger employ?

We are focused on two simple tools as levers for change:

1) GA developed the **GA Tally** (available on the site or as an app: <https://www.genderavenger.com/tally/>) to give individuals the opportunity to incorporate action into their everyday lives. Available on all platforms, it takes under two minutes to produce a chart or a photo and post it to social media. It starts with counting how many men and women are present on a panel, in a promotional ad, on a list, etc and plugging the count into the GATally. The Tally app automatically generates a pie chart or shows a photo taken by the user that can be instantly posted on Facebook and/or twitter and sent to others for reposting. Tallies can be submitted anonymously should the creator feel uncomfortable being identified. In that case, GA verifies the information and then shares the anonymous submissions from GA social media accounts.



2) The **GA Pledge** gives individuals the opportunity to publicly commit to not serving on panels where no women are present. Taking the pledge is simple - visit <https://www.genderavenger.com/the-pledge> to complete the short webform.

How does GA communicate with supporters?

Every Wednesday an Action Alert is emailed to subscribers. Action Alerts feature community members' tweets and Facebook postings so they can be amplified by the GA community. Every Friday, the GA Weekender is emailed featuring an original blog post, an Avenger of the Week, and articles of interest.

Who is behind it and how is it funded?

Gina Glantz (site url) and Susan Askew (site url) founded GenderAvenger. GenderAvenger is funded by individuals and foundations listed on our website.

Do I have to be female in order to be a part of the GenderAvenger community?

Anyone and everyone is welcome to join our community, regardless of gender, race, sex, or age.