



ALLYSHIP IN ACTION

TOOLKIT

VITAL VOICES GLOBAL PARTNERSHIP · CAMPAIGN TOOLKIT

vitalvoices.org/allyship-in-action

ALLYSHIP IN ACTION

Join the Fight
for Equality.

vitalvoices.org/allyship-in-action

KEY FINDING

95.5%

of women leaders strongly agree they
face different barriers than men

49K+

Women Leaders
Surveyed

195

Countries &
Territories

What Is Allyship in Action?

A global call-to-action for everyone — everywhere — to do their part for gender equality. Built from the lived experiences of women leaders across 195 countries.



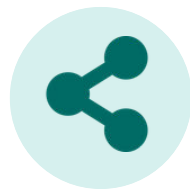
Sign

Make the commitment to action and pledge your allyship publicly



Learn

Explore findings from 47,000+ women leaders across 195 countries



Amplify

Share using #AllyshipInAction and engage your community locally



Allyship would be advocating for women in a room full of men — even when there isn't a single woman present.

— Vital Voices Network Member

Make the Commitment



Believe in Equality & Equity

I believe unequivocally that an equitable society benefits everyone, not women and girls alone.



Listen, Believe & Amplify

Commit to amplifying women's voices at every level, especially those systemically marginalized from power structures.



Elevate Women to Leadership

In spaces of influence, acknowledge women's contributions and advocate for women in decision-making positions.



Hold Yourself Accountable Daily

Allyship comes in big ways and small. Commit to acknowledging shortfalls and sharing the burden of progress every day.



Push for Change Everywhere

Pledge to push for equality, equity and change in every sphere of existence – clearing the path for all women.



Reject All Violence Against Women

Reject all extreme forms of violence, question harmful stereotypes, and support women's efforts for justice.



Start at Home

Equality begins at home – equal household responsibilities, equitable decision-making, and women's health agency.

What Does Men's Allyship Look Like?



Believes gender equality advances social progress for all



Uses their voice to promote awareness on gender equality



Uses their position to advance equality in the workplace



Encourages other men and boys to practice allyship



Practices allyship daily through everyday actions



Rejects and speaks out against all violence against women



Partners with women leaders to advance social progress



Shares household responsibilities equally with women

What Does Men's Allyship Look Like?



Champions women's leadership and equality policies



Learns about their own privileges and roles in systems



Seeks out and amplifies marginalized women's perspectives



Advocates for women even when no women are present

Allyship Around the World — At Home

AT HOME · FREQUENCY

41.8%

of women say men practice allyship very frequently at home

GAP & OPPORTUNITY

88.6%

of those women say they would appreciate more support at home

AT HOME · GAP

13.5%

of women don't believe the men at home are allies at all

What Practices Are Men Doing Very Frequently at Home?

Shared household decision making



Equal partnership in financial decisions



Shared household chores

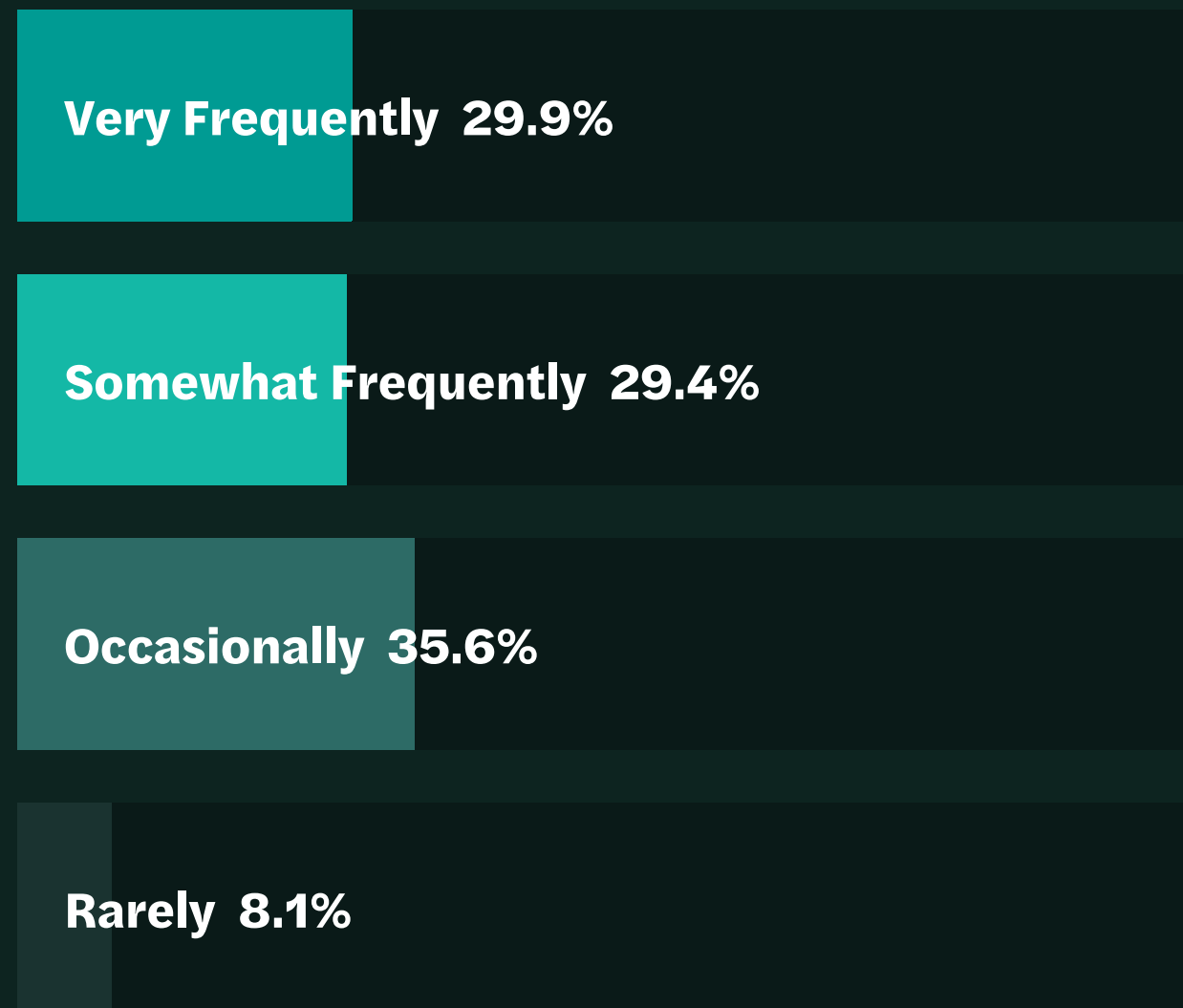


Shared childcare responsibilities



Allyship Around the World — At Work

How Often Do Men Practice Allyship at Work?



PERCEPTION

59.5%

of women agree that men see value in women working outside the home

CRITICAL GAP

47.6%

of women disagree that men are responsive to discrimination women face in the workplace — a critical gap

15.3% of women leaders do not believe the men in their workplace are allies at all

Top 10 Allyship Actions (1–5)

1

Reject Gender-Based Violence

Support women's efforts for accountability and justice in all forms.

2

Respect Women's Health Autonomy

Believe in a woman's right to make decisions about her own health.

3

Give Women Credit for Their Work

Acknowledge contributions and ensure women receive due recognition.

4

Champion Gender-Equal Policy

Promote policies at every institutional level that advance equality.

5

Challenge Harmful Norms & Stereotypes

Question traditional gender norms and dismantle oppressive systems.

Top 10 Allyship Actions (6–10)

6

Share Household Power Equally

Equally share financial decisions and domestic responsibilities at home.

7

Bring More Men & Boys In

Advocate for other men and boys to take up allyship as their own responsibility.

8

Ensure Gender Balance in Rooms

Use your influence to ensure women are represented in meetings, panels, and events.

9

Advocate in the Workplace

Actively support women's leadership and gender equality where you work, every day.

10

Use Your Platform for Women's Leadership

Publicly advocate for women to hold decision-making positions at every level.

Spread the Campaign Online & Locally

ALWAYS USE THESE HASHTAGS

#AllyshipInAction · #VitalVoices · #GenderEquality · #16DaysOfActivism

CAMPAIGN LINK

vitalvoices.org/allyship-in-action

Women Leaders

Gender inequality is not a women's issue.
Ending gender inequality is up to ALL OF US.
I'm joining @VitalVoices to put my
#AllyshipInAction.

Men as Allies

Being an ally for #GenderEquality is a lifelong
practice. Sharing the burden at home, creating
opportunities at work. Put your
#AllyshipInAction today.

16 Days

Gender-based violence is unacceptable. Join
me and @VitalVoices this #16DaysOfActivism.
Commit to putting your #AllyshipInAction and
be a #GenderEquality ally.

Discussion Prompts for Local Engagement:

How do you define allyship in the context of gender equality? · Which of the Top 10 Actions can you bring to life in your sphere of influence? · What does being an ally at home look like to you?

Take Action Today.

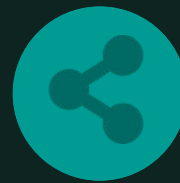
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Sign the Commitment



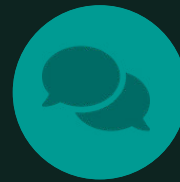
Pledge your allyship publicly at vitalvoices.org/allyship-in-action

Amplify on Social Media



Share using [#AllyshipInAction](https://twitter.com/AllyshipInAction) & tag [@VitalVoices](https://twitter.com/VitalVoices) to grow the movement

Engage Your Community Locally



Host a roundtable, discussion, or workshop using the prompts in this deck