

## It's International Women's Day – A To-do List for Making an Impact Today!

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### International Women's Day 2023

International Women's Day is a day to celebrate the accomplishments of women worldwide while advocating for gender equality. It is a day to acknowledge both the progress that has been made and the work that still needs to happen to remove barriers and biases women face, both personally and professionally.

This year's theme, Accelerate Action, emphasizes urgency and movement. Rather than just reading about International Women's Day, we thought it would be helpful to create a list of five concrete tasks you can accomplish *right now* to make a difference. After all, what better way to "accelerate action" than checking off the items on your to-do list?

Below please find five suggestions which can help get the momentum going:

#### ✓ Thank an Influential Woman in Your Life

Many of us can easily think of an influential woman who has significantly impacted our lives at various stages, whether it be a college professor, a work colleague, a close friend, or a family member such as a mom or grandmother. Today presents the perfect opportunity to reach out and express your gratitude for her role as a mentor and role model. Let her know that when you think about the inspiring women to recognize on International Women's Day, she is among the first who comes to your mind.

#### ✓ Support a Local Female-Owned Business

Supporting local female entrepreneurs can be a powerful way to contribute to gender equality and economic progress right in your hometown. Finding these businesses may be easier than you think - you can often locate women-owned companies through a quick search on the web or social media platforms (search using hashtags like #femaleowned or #womeninbusiness). Don't forget to check for recommendations from your neighbors too. Make it a point to start shopping at these businesses – purchase their products, dine at their restaurants or take advantage of the services they provide. Make sure you post about your experience on

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social media or give them a good review for an additional boost. Today would be a great day to start! And if you can't find a local business to support – buy a few boxes of Girl Scout cookies! Each box you purchase helps support an organization that empowers future female leaders.

## ✓ **Listen to Their Stories – Learn About the Contributions of Feminist Leaders**

Sharing stories about impactful female leaders can be a way to recognize International Women's Day that the whole family will enjoy. Make tonight a movie night! Might we suggest *Hidden Figures* (the story of the pivotal role played by African American women in NASA's early space missions which showcases their strength and mathematical prowess), *On the Basis of Sex* (the biographical legal drama film telling the inspirational story of Ruth Bader Ginsberg, who ultimately became an Associate Justice of the United States Supreme Court) or *Erin Brockovich* (the true story of a single woman with no legal training uniting a community to fight a major corporation whose business practices caused water contamination). For the younger crowd, try Pixar's *Brave*, featuring a princess who doesn't need to be saved by a prince, but who flips the traditional fairy tale through her growth, self-reliance and courage.

Prefer a good read instead? There are countless stories, based in both truth and fiction, that are sure to inspire you. Check out these recommendations from SheReads, featuring [novels to celebrate Women's History Month](#). If you'd rather curl up with nonfiction book, the Bibliophile has put together [a list of 25 amazing books featuring women in history](#).

## ✓ **Make a Donation to the Cause**

Donations can come in many forms. Yes, certainly organizations will appreciate a financial gift to promote their causes, but volunteering your time and talent is also a valuable and much appreciated way to help! The International Women's Day website includes a link to women-focused nonprofit organizations who work tirelessly to rally for change. Take some time to browse through those organizations listed in the [IWD Giving Directory](#), or select a local charity to support its impactful work in your own community.

## ✓ **Join Us in Celebrating Our Talented Female Associates at Fiducient Advisors**

We are honored to acknowledge the women within our organization whose dedication, expertise and skills contribute significantly to our mission to help organizations and people prosper. Their commitment to our clients and their own accomplishments within the finance industry are truly inspiring!

Today is indeed a day to celebrate women, but it is also a time to recognize that bias, discrimination and gender disparity are issues that continue to be faced by many. Help us get the word out by “accelerating action” today and every day!

## About the Author

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Deb is responsible for responding to Request for Proposals as well as overall marketing support. Prior to joining the firm in 2020, Deb pursued various marketing and compliance opportunities, including as a legal analyst with Allmerica Financial and event planner for Gold, Orluk & Partners LLC. She graduated from Middlebury College with a dual BA in English and Spanish. In her free time, Deb enjoys watching English Premier League soccer (especially Manchester United) and spending time with her three sons.

