Opendoor Script

Opendoor. A Glassdoor initiative to end the gender pay gap.

The idea.

For every dollar a man earns for his work, a woman receives, on average, 79 cents. 79 cents. That should be pretty upsetting, but I bet you're not even surprised…because we've all heard it before. What we don't know is who's responsible for this pay gap. What if you knew the culprits? What if you knew you worked for them? Or bought from them? What if you knew that together, there was a way to find the truth?

Introducing Opendoor.

Opendoor is an initiative that shows you the truth about gender inequality in the workplace. But we need your help. We're asking you give us a little information [pause] like your employer, your salary, your job title and your gender. Don't worry, it's all anonymous).

With that content, we can let you in on what used to be hidden. Opendoor will let you search for any company and show you how fairly they pay. We'll highlight the best and the worst overall and among industries so you can make better decisions about who you buy from, and who you work for. And in the end, you can rest easy knowing you finally have some truth.

But this will affect a lot more than just you. Opendoor will create some much-needed transparency, so that companies doing it right will get the praise they deserve and companies who should change, will know that they need to. But it's not only up to them, or you, or us. Its up to all of us, together, to make a difference working side by side, dollar for dollar.
Opendoor--see change.

The details.

Opendoor will leverage Glassdoor's existing users to collect data and spread its message. These users can participate with just a click, and are directed to the site to learn more.

Those who choose to get involved can opt to add an orange filter to their Facebook profile picture.

Impact like this is made possible by today's technology. But it takes more than a website to have a lasting impact. Change lies with the people. And the people are ready to see some.