

BECOMING AN NDI EQUITY ALLY

PLEDGE INSTRUCTIONS



The NDI Equity Ally Pledge

National Disability Institute (NDI) is committed to ensuring that all our projects, as well as internal activities, are designed and executed to ensure Black, Indigenous, Latinx and People of Color (BIPOC) and LGBTQIA+ individuals with disabilities are at the forefront of our Diversity, Equity, Inclusion and Accessibility (DEIA) work. We intentionally seek external partnerships with organizations and communities with a desire to work on equity issues.

After review of NDI's DEIA efforts, I pledge to be an active diversity champion and agree to:

- ✓ ***Use the equity ally badge on my personal and/or professional social media platforms.***
- ✓ ***Educate myself on the intersection of disability, poverty, ethnicity and racial equity.***
- ✓ ***Support NDI's DEIA initiative by sharing tools and resources with practitioners, people with disabilities and individuals who live with intersecting identities.***

For more information about NDI's DEIA efforts, contact Shajira Brown, Director, Equity and Inclusion at sbrown@ndi-inc.org.

Pledge Instructions:

[DOWNLOAD YOUR BADGE](#) | [SUGGESTED USES](#) | [ACCESSIBILITY TIPS](#)

Download Your Badge

Follow the links below to download the NDI Equity Ally Badge in color and in white. If you have any difficulty downloading these files, or if you need to request a different file format, contact Shajira Brown at sbrown@ndi-inc.org.

[Download the Badge in Color](#) | *For use on a white or light-colored background*

[Download the Badge in White](#) | *For use on a dark background*

Suggested Uses

Once you have taken the NDI Equity Ally Pledge, you can use the Equity Ally Badge for a variety of organizational materials, including in:

- Social media graphics
- Newsletters
- Blog posts
- PowerPoint presentations
- Website pages (or site footers)

You are welcome to use the badge with your own graphics; for example: overlaying the white badge on top of a photo of your organization's staff.

[Download a sample social media image](#)

Accessibility Tips

When adding the badge, please be sure to add Alternative Text (alt text) to the image. Alt text is used to provide a description to the viewer for those who are blind, have low vision or use assistive technology like screen readers. Alt text should be a short description that describes both the content and function of the image. For example, alt text for the Equity Ally badge could read: “[Organization name] is an NDI Equity Ally, championing diversity, equity, inclusion and accessibility for people with disabilities.”

[Learn more about alt text.](#)

[Learn how to add alt text in Microsoft](#) (Word, PowerPoint, Outlook, etc).

When captioning the badge on social media or within descriptive text like blogs and newsletters, you are welcome to use the suggested language:

“[Organization Name] is proud to be a part of National Disability Institute’s diversity, equity, inclusion and accessibility initiatives. We are committed to being an active diversity champion for people with disabilities and individuals who live with intersecting identities.”

