

\*\*\*\*\* SAMPLE EMAIL TO CUSTOMERS OR CLIENTS\*\*\*\*

Subject: <BUSINESS NAME> JOINED THE OPEN TO ALL® INCLUSIVE RETAIL CAMPAIGN COALITION

Dear <BUSINESS NAME> Customers/Clients,

**Thank you! And our pledge to you in these tough times**

Thank you for your loyalty and support during these unprecedented times. At <BUSINESS NAME> we rely on our core values to guide us through tough times, and now more than ever, it’s critical that our values and actions support our customers and our employees.

When we joined Open to All®, we signed a pledge not to discriminate against any individuals or deny them goods or services regardless of race, ethnicity, national origin, sex, sexual orientation, gender identity and expression, immigration status, religion, or disability, and to provide those goods and services to everyone on the same terms. Not only that, we made an explicit commitment to maintaining a welcoming and safe environment for people—including employees, visitors, customers, vendors, and clients.

**Working together to keep our customers—and our employees—safe**

The pandemic has highlighted the invaluable role of our frontline workers, who are often charged with supporting our commitment to maintaining safety in our retail environments and enforcing safety measures such as mask mandates and limiting occupancy in stores per company and state mandates. We recognize that our sales associates are more vulnerable than ever to discrimination and being targeted for qualities that make them unique.

We are proud to announce that <BUSINESS NAME> has become a member of Open to All’s growing, nationwide campaign called Inclusive Retail, as part of a coalition of businesses embarking on a journey to learn through shared resources, best practices, and policies. Using an Inclusive Retail Business Resource Toolkit, we’ll adapt and implement impactful strategies aimed at fostering retail environments that support our employees and protect them from discrimination and harassment.

**Join us in taking the Open to All pledge**

But that’s not all, we’re asking our customers to join us in an effort to uphold the values of Open to All® and share the responsibility of creating an inclusive retail experience by signing a pledge and making a commitment to diversity, equity, inclusion, and allyship.

We know that building a stronger community means everyone should feel safe, respected, and accepted. When we value both customers and employees equally, we all thrive. “Join us in building a stronger, more inclusive America. Sign the pledge at <HYPERLINK>.