

\*\*\*\*\* SAMPLE EMAIL TO EMPLOYEES\*\*\*\*

**Thanking and respecting our employees**

On behalf of our entire team at <BUSINESS NAME>, we would like to express our sincere admiration for your outstanding effort over the past year as one of our essential frontline employees. During the most demanding and difficult times, you’ve modeled kindness, patience, and compassion. The endless hours that you have spent on your feet navigating very challenging circumstances deserve the highest level of respect.

The pandemic has highlighted how vulnerable many of you are to discrimination, harassment, and mistreatment by those who target you for who you are. We recognize the invaluable role of our Sales Associates, who are charged with maintaining safety in our retail environments, often enforcing safety measures such as mask mandates and limiting occupancy in stores per company and state mandates.

**Creating a work environment that is Open to All**

When <BUSINESS NAME> 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 visitors, customers, vendors, clients, and our most valued assets – our employees.

We stand by our commitment to creating an environment where everyone feels safe and respected. Behavior that makes anyone feel unwelcome or unsafe has no place in our stores. As a forward-thinking company, <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 will adapt and implement impactful strategies aimed at fostering retail environments that support our employees and protect them from discrimination and harassment. But that’s not all. This coalition is also developing a Consumer Action Center to educate consumers on how to be allies and share the responsibility of creating an inclusive retail experience. With the Consumer Action Center, we are building a community of supporters who will sign a pledge to uphold the values of Open to All® and commit to learning about diversity, equity, inclusion, and allyship.

**Protecting our customers AND our employees**

<BUSINESS NAME> denounces any overtly aggressive or hostile conduct that causes our employees to experience legitimate fear for their safety or emotional distress. We know that words don’t carry any weight without a call to action so we're calling on all our visitors, customers, vendors, and clients to join us in support of our retail staff.

We know that building a stronger community means everyone should feel safe, respected, and accepted. We believe we all have something to contribute. We believe we can all learn from each other. We believe that when we listen and care for each other, when we work together, when we value both customers and employees equally, we all thrive.

If you have any questions or concerns about our engagement in this campaign, please don’t hesitate to reach out to me directly [insert contact information]