

## DEI Toolkit

### Email Outreach

#### **Letter to partner, client and colleague**

Dear [ ],

I'm pleased to share with you that I have committed to "Take the Pledge" brought forward by the Orlando region's business leaders to commit to Diversity, Equity, and Inclusion (DEI) efforts. This regional effort, organized by the Orlando Economic Partnership, focuses on raising the growth potential of residents by creating opportunities for those long-affected by racial inequality by ensuring pathways for participation in our economy.

You can review the Pledge by following this [link](#). I encourage you to add your signature and be a part of the solutions that advance racial and social justice, cultivate economic equality, remove barriers to growth opportunities and expand the economic potential of our region and its residents.

Your participation shows that your company is committed to creating an inclusive workforce and that will stand up for equity at all levels of business. The Pledge represents a focused effort from the region's CEOs and top executives and their respective teams to create meaningful and lasting change in their organizations for employees of color that is good for the growth and performance, and which ultimately benefits your company and our region.

Please join me and your peers by adopting [the Pledge](#) and beginning or expanding the diversity, equity and inclusion journey within your organization.

Yours for broad-based prosperity,

[CEO or executive signature]

#### **Letter to staff**

Dear [ ],

As an organization, it's important that we address the issue of systemic racism in our society and focus on raising the growth potential of our staff, company, and community by committing to creating opportunities that ensure pathways for full participation in our economy by all.

With that, I'm pleased to share that I have signed a pledge, brought forward by the Orlando region's business leaders, to commit to Diversity, Equity, and Inclusion (DEI) efforts. You can review the Pledge by following this [link](#).

By signing on to this effort [company name] will pursue participation in a portfolio of programs and collaborative engagements offered by the Orlando Economic Partnership that align with the pledge. As

an organization, we may also implement other initiatives that help us accomplish our goals to create meaningful and lasting change in our organization for employees of color that are good for the growth and performance of those individuals, our company and region.

I look forward to [beginning or expanding] the diversity, equity and inclusion journey within our organization.

Yours for broad-based prosperity,

[CEO or executive signature]