

Executive Communication

Response to client opposing company sponsorship of the American Heart Association “Go Red for Women” movement.

March XX, 2005

Dear NAME:

Thank you for taking time to express your concern.

At COMPANY, we’re committed to conducting business in a manner that reflects the diversity of our customers and communities. A diverse workforce is essential to bringing together the right mix of expertise and talent to provide superior financial solutions to clients from all walks of life.

In this spirit, COMPANY focuses on the inclusion of groups historically left out of or underrepresented in the corporate mainstream, like minorities and women.

Women represent 70 percent of our workforce at COMPANY, and we’re doing our due diligence to make sure that statistic is better reflected within our management and executive ranks. Additionally, women today own millions of U.S. companies and make nearly half of all business and personal investment decisions for both their families and businesses.

All of us at COMPANY strive to understand, appreciate and watch out for our clients. As a relationship-driven business, our outreach naturally extends to a variety of women’s professional organizations and nonprofit programs as a means to better understand and advocate for the large share of female employees and consumers we serve.

In fact, COMPANY’s support of the American Heart Association’s (AHA) “Go Red for Women” movement reflects exactly that sentiment. AHA is addressing the disparity in diagnosis and treatment of heart disease in women. Through our relationship with the AHA, we’re increasing awareness of heart disease and its status as the number one killer of women in America; educating the public about proper heart health; and funding critical research to understand the disparities, so women receive equal diagnosis and treatment.

Again, thank you for your interest in COMPANY. We appreciate opportunities to connect and communicate with customers and prospects. Our advocacy and outreach efforts continue, with a genuine interest in making a difference in our customers’ lives.

I hope you will reconsider how a relationship with COMPANY can benefit you.

NAME
TITLE
COMPANY