**Subject: Join the Movement: Sign United Way's Period Promise Pledge**

Dear [Leader's Name],

I hope this email finds you well. I am writing to you today to bring an important initiative to your attention that has the power to make a significant impact in our workplace and beyond. I strongly urge our organization to sign [United Way of the Alberta Capital Region's Period Promise Pledge](https://www.myunitedway.ca/periodpromise/workplace) and become part of a movement that champions menstrual equity and supports individuals in need.

United Way's Period Promise initiative aims to eliminate period poverty by advocating for equitable access to menstrual products and fostering an environment where menstruation is openly discussed and understood. By signing the Period Promise Pledge, we can demonstrate our commitment to creating a workplace that is inclusive, supportive, and sensitive to the needs of all employees.

Here are a few reasons why signing the pledge is both a socially responsible and strategic decision for our organization:

**Employee Well-being:** Ensuring access to menstrual products within our workplace is a simple yet powerful way to support the well-being of our employees. By providing free or affordable menstrual products in restrooms and common areas, we can alleviate financial stress and contribute to a more comfortable work environment for everyone.

**Inclusivity and Diversity:** Signing the pledge demonstrates our commitment to fostering a culture of inclusivity and embracing diversity. Recognizing the diverse experiences of menstruators and normalizing conversations around menstruation can help break down taboos and create a more open and understanding workplace for all.

**Social Impact:** Joining the Period Promise campaign allows us to contribute to a larger social movement that addresses a pressing issue in our society. By standing alongside other organizations, we can collectively make a substantial difference in the lives of individuals who lack access to menstrual products, helping to restore their dignity and support their overall well-being.

**Positive Reputation:** By becoming a signatory of the Period Promise Pledge, we can enhance our organization's reputation and position ourselves as leaders in corporate social responsibility. This commitment will resonate with employees, clients, and the broader community, highlighting our dedication to creating positive change in the world.

**Cost-Effective:** Implementing a policy that ensures access to free menstrual products may raise concerns about costs. However, menstrual products like pads and tampons are a basic human need as necessary as toilet paper and soap, which are already provided to employees and visitors to our organization at no charge. United Way estimates that supplying on-site period products costs an organization on average around $1/month while making a significant impact on our employees' lives.

For more information about signing United Way’s Period Promise Pledge, please visit: <https://www.myunitedway.ca/periodpromise/workplace/>

I believe that signing [United Way's Period Promise Pledge](https://www.myunitedway.ca/periodpromise/workplace) aligns with our values and mission as an organization.

I kindly request your support and consideration in signing the pledge and working to implement its outlined commitments within our workplace. I am confident that by doing so, we will foster an environment that is supportive, compassionate, and respectful of the needs of all employees.

Thank you for your time and consideration. I look forward to hearing your thoughts and discussing the next steps toward signing the Period Promise Pledge.

Sincerely,

[Your Name]

[Your Position/Department]

[Contact Information]