

To the [insert brand name here] team:

I have been a customer for [insert time frame] here and I have real concerns about the sincerity of your response to the Black Lives Matter movement. Before the highly publicized – and warranted – outrage after the deaths of George Floyd, Breonna Taylor, and many others, your brand showed little meaningful interest in including not only Black customers but Black talent across every level of your organization.

Over the past weeks, we've seen overwhelming public awareness of the continued, systematic oppression of Black Americans in every facet of our society. The paucity of Black leadership in the business sector speaks volumes. It is not for the lack of talent, but for the willful exclusion of the Black community. We've seen, tragically so, how the history of segregation and violence has imprinted itself across generations, including ours. **A lack of diversity and inclusion is a "passive" form of racism, but make no mistake – it is still racism, it is still hurting real people, and the ripple effects cannot be understated. These effects range from career-limiting to life-ending, period.**

Saying that Black lives matter is not enough. A black square on Instagram, public statements supporting the movement, and token Black models and spokespeople ring hollow without prolonged, decisive action. Your customers want to see diverse faces. We want to spend our hard-earned money on excellent products and support companies that follow a common-sense moral compass. This requires diversity and inclusion at all levels of your organization in numbers that reflect the composition of the country.

I encourage you **participate in Sharon Chuter's #PullUpOrShutUp campaign** on Instagram (handle: [@pullupforchange](https://www.instagram.com/pullupforchange)) and disclose your company's diversity data. This includes numbers from across your organization, in leadership positions, C-level suites, and board:

- % of people of color employed
- % of Black employees
- % of men, women, and gender-nonconforming employees

Moving forward, I expect to see a **concrete plan for significant improvement, an actionable timetable, and a change of company culture.** These metrics are both qualitative and quantitative, and I am attentive to each.

**Until you take meaningful, lasting, and sincere steps to actively correct course, I will no longer support your brand and I will encourage others to do the same.**

Sincerely,

[your name]