**Template Approval Letter for Companies**

Do you need approval from a supervisor, department head, or executive team to participate in the Diversity, Equity, Inclusion, and Justice Program? Consider using this template letter as a starting point.

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RE: SEIA DEIJ Program

Dear [Insert Name Here],

I am sending this request for your approval of our participation in the Solar Energy Industries Association Diversity, Equity, Inclusion, and Justice program. The program was designed using SEIA’s Diversity Best Practices Guide and other evidence-based materials, and rewards companies for making progress and taking actionable steps.

Environmental, Social and Governance (ESG) work, including diversity, equity, inclusion, and justice programming, has become increasingly important to our customers and partners. Given that diversity, equity, and inclusion are priorities for our company, I feel it is imperative that we show our company’s commitment and leadership by participating in the program.

We are seeking approval to participate in the program while the early-adopters discount is running (50% off of the estimated cost below).

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| --- | --- | --- | --- |
| **Bronze** | **Silver** | **Gold** | **Platinum** |
| **$600** | **$1,350** | **$2,400** | **$4,350** |

In addition to showing that our company is a leader in the industry, we can use the certification badges on our website, marketing materials, and in responding to client inquiries. Annually, SEIA will publish aggregate data and highlight companies that have achieved certification levels. This is a fantastic opportunity for our company to be highlighted by a third-party. We will also discuss opportunities for our work to be profiled in the annual report to further highlight the great work [Company Name] is doing.

I know you have been seeking an answer to how we can generate more return on our diversity, equity, and inclusion work, and I am confident that this is our answer. I look forward to your response.

Sincerely,  
[Your Name]