**Email Template | Phase 1 launch:**

Hello [org members/contact merge],

We are happy to announce that [org name] has an opportunity to participate in the Professional Fraternity Association Diversity, Equity, and Inclusion Initiative! The PFA DEII is a multi-phase program that invites members of professional fraternities and sororities of all industries and fields across the nation to affect positive change within our chapters, communities, and professions.

Phase I of the DEII has officially launched! In Phase I, we invite members to start with themselves by exploring their unconscious bias with the Harvard Implicit Bias Assessments. Everybody has bias, and it is up to us to be aware of our biases to be conscious of how we interact with people who are different than us.

To participate in Phase I the PFA DEII, visit [dei.professionalfraternity.org/exploring-unconscious-bias](https://dei.professionalfraternity.org/exploring-unconscious-bias). Starting on this page, you will walk through each step of the program – it will take about 60 minutes to complete each step, including a video, podcast, and the Harvard Assessments. The password you will use to take the implicit bias exams through Harvard is: [org ID]. Make sure you have this handy when you start.

If you need any assistance with completing DEII Phase I, please contact PFA directly at [headquarters@professionalfraternity.org](mailto:headquarters@professionalfraternity.org). We are excited to take this journey with you!

[Org Signature]