



Internal Newsletter Template

How to use this resource

The subject line and key messages below can be combined and customized to create a newsletter to send staff about the Pledge to Measure. Replace the content in square brackets.

The answers in this template assume that an individual will be responding to the survey anonymously. If you are only keeping the results confidential via survey method #4: use of an HRIS system or survey method #5: direct check-in, please adjust this answer to say "confidential" instead of "anonymous."

Contact

A designated staff person or manager for the survey.

Resources to include from Pledge Toolkit

- Frequently Asked Questions (FAQ) document
- Any internal documents

Key Messaging

Subject Line

Participate in the 2026 Pledge to Measure staff survey on disability inclusion in the workplace!

Intro

Starting [Date], we are running a staff survey! The survey results will help us understand how many people with disabilities work at [Organization Name].

Key Message 1: Context

[Organization Name] is committed to creating a welcoming workplace where everyone feels safe, included, and valued. True inclusion starts with understanding where we are at as a team right now.

Between [start date] and [end date], we are asking employees to respond to a survey on disability inclusion in the workplace. We will share our data with the public. Then we will follow up in one year to see if those numbers



change (numbers change for various reasons, such as organizational culture, disabilities that are acquired, new hires, attitudinal changes to self-disclosure, and more).

We will also incorporate this data into our strategic planning initiatives to further develop policies and structures in our workplace to create more accessible current and future employment opportunities. Your participation is completely voluntary and your responses are anonymous.

Key Message 2: What we'll ask and how.

On [Date] you will receive a [survey link].

Instructions: Adjust if using a different survey method.

It will ask you to respond to two questions:

1. Do you have a disability?
2. Are you a senior leader at work?

For each question, you will have the following four options:

- Yes
- No
- Not sure
- Do not want to answer

You will not be asked to provide your name or any other information that could identify you. You can always choose “do not want to answer.” Anything you share is anonymous and cannot be traced back to you.

If you are not sure what you should answer, consult our attached FAQ for more information.

Key Message 3: Ways to engage

If you want to learn more about the Pledge to Measure and disability inclusion in the workplace, check out the FAQ attached to this email. You can also visit PledgeToMeasure.org for employee and employer testimonials.



Key Message 4: Your organization's goals for DEI

Instructions: Opportunity to add other ways to get involved: further learning on DEI, a lunch and learn on the topic of disability inclusion, online courses through Accessible Employers, or internal professional development opportunities.

Key Message 5: Celebrate participation

Instructions: Opportunity to include your organization's diversity and inclusion goals or strategic plan or accessibility plan. Connecting the initiative to your strategic goals as an organization helps with employee engagement.

We will celebrate our Pledge to Measure involvement in September/October when the data is released for BC and National Disability Employment Awareness Months.

We will also be adding the digital badge to our [website home page/careers page/on social media] to tell our community and future job seekers that disability inclusion is an important priority for us as an organization.