

Date to be sent out: TBD

| | |
|---------|--|
| To: | |
| Subject | Join Me for Moose Hide Campaign Day – May 14 |

Dear *[Recipient]*,

I invite you to [register](#) and join me in Moose Hide Campaign Day on May 14. The Moose Hide Campaign is one of Canada’s leading initiatives addressing reconciliation and gender-based violence.

The annual gathering and day of fasting offers a meaningful opportunity to engage in Indigenous protocols, ceremony, and collective action against domestic and gender-based violence. As leaders, enabling employee participation demonstrates our commitment to reconciliation and enhances workplace well-being.

Employees can register via the [Moose Hide Campaign website](#).

Learning goals related to Indigenous cultural agility, reconciliation, and healthy relationships can also be included in professional development plans. With supervisor approval, employees may take the day as professional development. I encourage incorporating self-care into part of the day—I plan to do so by *[personalize, e.g., practicing self compassion through mindfulness, spending time with family, visiting nature]*.

Since its inception along the Highway of Tears 14 years ago, thousands of communities and organizations have participated in Moose Hide Campaign events. All employees are encouraged to join by:

- Registering for Moose Hide Campaign Day
- Attending the livestream gathering on May 14
- Join an in-person [Walk to End Violence and/or local events](#)
- Participating in the ceremonial fast from sunrise to sunset (#FastToEndViolence)
- Wearing a moose hide pin (non-leather options available)
- Using a Moose Hide Campaign email signature block or Teams background.

Reconciliation is a shared journey. Participating in this campaign is an active way each of us as Canadians can answer the Truth and Reconciliation Commission’s Calls to Action, and the National Inquiry into Missing and Murdered Indigenous Women and Girls’ Calls for Justice.

[Personalized message on why you value or participate in the campaign, i.e. as a father...., as a husband, ... as a survivor, ... as a mother, aunty... colleague of a survivor, this Campaign is important to me]

Together, we can help create a safer society through acts of compassion, fasting, and ceremony. Please join me by registering and wearing a moose hide pin.

Sincerely,

[Executive Name]