

Cela Cashel

Campaign Title: All Hair is Fair at Go Worldwide

### Campaign Pitch

With the recent update to Go Worldwide's appearance policy, I believe it would be beneficial to launch a campaign promoting the change and spreading awareness of what it means for our employees. The update in our policy in alliance with the CROWN Act is a great step in the right direction for creating a welcoming, accepting work environment, but it will only be effective if our employees are made aware of the action we have taken. As a travel agency, at the heart of our company is a mission to expose people to other cultures and promote diversity and inclusion, and a campaign like this will show our employees that Go Worldwide is committed to that mission. That is why I would like to launch the All Hair is Fair campaign.

To promote our policy changes, the All Hair is Fair campaign would start by emailing our staff and hanging flyers and posters around the office to spread awareness. We will also add a section to our company website about the update and pass out buttons that employees could put on their work bag to show their support for the new policy. Finally, to make it more interactive, we will host an All Hair is Fair workshop, where hair experts will come explain the different types of hair and discuss why the CROWN Act is necessary to protect all individuals with various hair types. These workshops will also include a consultation in which the experts will provide unique hair care tips tailored to each person's hair type, and will even offer free individualized product samples. This will provide incentivization for staff members to attend and learn about an important topic.

It is of the utmost importance that our staff sees the commitment Go Worldwide has to our mission of diversity and inclusion in order to inspire pride in their company and encourage purpose and passion in their work. To do that, we must promote the actions we take to create a welcoming workspace. The All Hair is Fair campaign will do this by spreading awareness of our new policy in a straight-forward yet fun and interactive way.

Please see the campaign assets below and reach out with any further questions.

Email Announcement

**TO:** Staff

**SUBJECT:** All Hair is Fair at Go Worldwide

Good morning staff,

At Go Worldwide, we are always working to improve and become a more inclusive, welcoming company for all. In order to pursue that goal, we have recently updated our appearance policy in alliance with the CROWN Act, which protects against race-based hair discrimination in the workplace. We believe that any hair type is professional and appropriate for the office, and invite all staff members to express their identity through their hair in whatever way they choose.

We invite you to participate in the All Hair is Fair campaign to learn more about this cause. You will notice flyers posted around the office about the policy update, and you can pick up a free button showing your support for All Hair is Fair during the week of **October 10-14** in the lobby. To learn more about this issue AND receive a free hair consultation with tailored products from hair care experts, please join us at our All Hair is Fair workshop on **October 14 at 4:00 p.m.** This will be an excellent opportunity to learn more about an important issue from the experts, discuss with your peers, and understand how to take better care of your own hair.

We are proud to announce this update in our policy and hope you will join us in our efforts to create a more accepting workplace. We look forward to continuing to learn more about hair discrimination and what we can do to fight it through the All Hair is Fair campaign.

Thank you,  
Cela Cashel  
Go Worldwide

# ALL HAIR IS FAIR

*at Go Worldwide*

In accordance with the CROWN Act, Go Worldwide has updated its appearance policies to prevent race-based hair discrimination.



# ALL HAIR IS FAIR

## *at Go Worldwide*

As a renowned global travel agency, Go Worldwide has a mission of exposing people to new cultures and promoting diversity and inclusion.

That is why in alliance with the CROWN Act, Go Worldwide has updated its appearance policies to prevent race-based hair discrimination.

We believe that any hair type is professional and appropriate for the office, and invite all staff members to express their identity through their hair in whatever way they choose.

To support this cause, pick up a free All Hair is Fair button from our lobby during the week of October 10-14, or at the front desk outside of that week.

We hope you will join us in our continued efforts to make Go Worldwide a more welcoming workplace for all.



### Nontraditional Medium #1: Free Buttons

These buttons will be given out for free in the office lobby during the week of October 10-14, or at the front desk outside of that week. The purpose of the buttons is to provide staff members with a way to show their support for the appearance policy change by pinning it to their work bag or clothing.



### Nontraditional Medium #2: All Hair is Fair Workshop

The All Hair is Fair workshop will be a one-time event on October 14 at 4:00 p.m. during which hired hair care experts will explain the different types of hair, the meaning of protective hairstyles, and why the CROWN Act is necessary to prevent race-based hair discrimination. These workshops will also include a consultation in which the experts will offer personalized hair care tips and free individualized product samples. This event will provide an opportunity for staff members to learn about the important topic of race-based hair discrimination and to have facilitated conversations with their peers about the issue. The consultation and free samples will make the event more interactive and offer incentivization to attend.



## Company Website Post



Go Worldwide is proud to announce that we have updated our appearance policy in accordance with the CROWN Act, which protects against race-based hair discrimination in the workplace. At the heart of Go Worldwide's mission of exposing people to new cultures is a commitment to diversity and inclusion, and this update is a way for us to live out that commitment and create a more accepting workplace. To spread awareness and understanding about our updated appearance policies, there will be All Hair is Fair flyers throughout the Go Worldwide office as well as free buttons associates can wear to show support for the new policy. We also will be hosting an All Hair is Fair workshop for our staff, which includes a hair consultation and tailored products from hair care experts as well as meaningful conversations about the importance of the CROWN Act. It is our goal that through All Hair is Fair, our team will gain a greater understanding of the importance of preventing race-based hair discrimination and will continue to create a more welcoming workplace for all.

## Works Cited

“Natural Hair Discrimination Faq.” *Legal Defense Fund*, 5 July 2022,

<https://www.naacpldf.org/natural-hair-discrimination/>.

“The Crown Act.” *Legal Defense Fund*, 6 July 2022, <https://www.naacpldf.org/crown-act/>.