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***CUSTOMIZE THESE SUGGESTED TEMPLATES TO SUIT YOUR NEEDS FOR OUTREACH INVOLVEMENT.***

**YOUR COMPANY**

**Subject:** **Join the SIA WISF “CAN DO Challenge” to Combat Food Insecurity**

Hi xyz.

The Security Industry Association (SIA), to which our company belongs, has a group for both women and men that offers programs, professional development opportunities and networking events with the goal of supporting the involvement of women in the security industry.They are known as the SIA Women in Security Forum (WISF) and I am a member.

For the past several years at holiday season, we have galvanized individuals and companies to participate in activities that fight hunger and promote them together as an industry kindness movement. The program is called the WISF “CAN DO Challenge”.

This year, as the tradition continues, I hope you will join us. It doesn’t cost a thing. Simply [register on the dedicated website](http://securityindustry.org/wisf-can-do-challenge), tap into the CAN DO campaign resources, and begin promoting participation. **The CAN DO Challenge runs November 15th to #GivingTuesday,November 29th.**

2022 has been a year of unprecendented hunger. The cost of food has risien 10.4% this year, the largest annal increase in over 40 years. Many people’s paychecks are insufficient to purchase healthy, nourishing meals and essentials like baby formula. At the same time, pantries are struggling to fill their shelves, due to higher prices and fewer donations.These issues are known as “food insecurity”, and together we “in security” are poised to help.

**Donate a “CAN” or “DO” an act, like deliver a meal, to curb food insecurity.**

Food security is fundamental to our communities’ stability and well-being. If hunger increases by 1%, violent crime jumps 12%. This year, 21 million households in the US are receiving benefits from the Supplemental Nutrition Assistance Program (SNAP). 90% of those households include children, elderly adults, or disabled adults. Nearly a quarter of them are headed by single women. As members of WISF, we are keenly sensitive to the fact that food insecurity disproportionately affects women.

There’s power in numbers. We can’t do it alone! WISF’s Can Do Challenge is focused on local giving as well as sharing via social media to inspire many across our networks to step up to the challenge and make a difference.

Visit the [WISF CAN DO Challenge website](http://securityindustry.org/wisf-can-do-challenge). There you’ll find all the details. You’ll find resources to help socialize/email, links to volunteer organizations close to home, and a quick way to register our company. Any individual is welcome to join in and does not require registration. Together, we can make an impact!

Best,

xyz

**YOUR SIA MEMBER BASE**

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WISF has done many things since our formation in March 2018, like sponsor scholarships and host industry panels/webinars. This time of year, we traditionally focus on community giveback.

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**YOUR SPHERE – VENDORS, SALES CHANNEL, OTHER TRADE GROUPS, FRIENDS**

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