

[Your Name]
[Your Street]
[Your City, State, Zip]

[Today's Date, Eg: November 15, 2025]

Mr. Michael Fiddelke
Chief Executive Officer
Target Corporation
1000 Nicollet Mall
Minneapolis, MN 55403

Subject: Objection to recent changes in Target's Diversity, Equity, and Inclusion (DEI) policies

Dear Mr. Fiddelke,

I am writing to express my disappointment and concern regarding Target's decision to roll back Diversity, Equity, and Inclusion (DEI) initiatives, a change that took effect earlier this year. For many years, my family and I have been loyal customers who appreciated Target's public commitment to fostering an inclusive culture and supporting marginalized communities.

I was disheartened to learn that Target has ended its three-year DEI goals, stopped participating in external diversity surveys like the Human Rights Campaign's Corporate Equality Index, and altered its commitment to advancing opportunities for Black and other minority employees and suppliers. These initiatives were a source of pride for many customers who believed they were shopping with a company that was committed to social responsibility and was following through on its promises.

I can appreciate the challenges faced by companies in the current political landscape and the Trump administration's efforts to pressure private companies to reverse progress that has been made in diversity and inclusivity. Target's decision to capitulate to these pressures will have a cost. I believe that as consumers become more aware of Target's backtracking on its commitment to DEI, many will choose to take their business elsewhere.

I urge you to reconsider the path Target has taken. A company's values are a key part of its brand identity, and the reversal of these policies has already negatively impacted Target's reputation. A renewed and visible commitment to robust DEI initiatives is essential not only to regaining the trust of customers like me but also to creating a truly inclusive environment for your employees and the communities you serve.

Thank you for your attention to this critical issue. I look forward to hearing about a tangible plan to restore and strengthen Target's commitment to DEI.

Sincerely,

[Your Name]