

# Franchise Crisis Communication Plan

Date: [Insert Date]

To: [Franchisees/Stakeholders Name]

From: [Your Name/Your Position]

Subject: Crisis Communication Strategy and Immediate Actions

Dear [Franchisees/Stakeholders],

As you may be aware, we are currently facing a challenging situation due to [briefly describe the crisis]. It is crucial that we maintain clear and consistent communication during this time to ensure the safety of our customers and the integrity of our brand.

To effectively manage this crisis, we have implemented the following communication strategy:

- **TIMELY UPDATES:** We will provide updates every [insert timeframe] or as new information becomes available.
- **DESIGNATED COMMUNICATION CHANNEL:** Please direct all inquiries to [insert designated email/phone number].
- **INTERNAL SUPPORT TEAM:** We have established a crisis support team to assist franchisees in navigating this situation.

It is paramount that all franchisees remain aligned with our messaging. Please refrain from making independent statements to the media or your customers without prior approval.

We appreciate your cooperation and dedication to overcoming this challenge together. Should you have any questions or concerns, please feel free to reach out.

Sincerely,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]