

# Franchise Crisis Communication Template

Date: [Insert Date]

To: [Internal Stakeholder Group]

From: [Franchise Management/Communication Team]

Subject: Communicating During Crisis

Dear Team,

In light of recent events regarding [briefly describe the crisis], we want to ensure that all internal stakeholders are informed and equipped with the right communication to address any concerns from staff and partners.

## Objectives

- To provide timely and accurate information.
- To maintain trust and transparency.
- To outline the steps being taken to address the situation.

## Key Messages

- We acknowledge the crisis and its impact on our operations.
- We are actively working towards a resolution with [briefly mention key actions].
- We value your role in communicating with our partners and customers.

## Communication Channels

- Email updates will be sent as new information becomes available.
- Regular updates will be provided during team meetings.
- A dedicated hotline will be available for urgent queries.

## Next Steps

Please stay tuned for further updates and feel free to share any immediate concerns you may have.

Thank you for your cooperation and understanding during this challenging time.

Sincerely,

[Your Name]

[Your Position]

[Franchise Name]