

# Franchise Crisis Communication Strategy

Date: [Insert Date]

To: [Local Community Stakeholders]

Dear [Community Name/Stakeholders],

We hope this message finds you well. We are reaching out to inform you of a recent situation concerning our franchise that requires open communication and transparency with our local community.

At [Franchise Name], we prioritize the trust and well-being of our customers and community members. Unfortunately, [briefly explain the nature of the crisis, e.g., "a supply chain disruption", "a health and safety issue", etc.]. We understand how this may impact your experience with us, and we want to assure you that we are taking this matter seriously.

Our immediate action plan includes:

- [Detail Action Step 1]
- [Detail Action Step 2]
- [Detail Action Step 3]

We are committed to providing regular updates and transparent communication as we navigate this situation. You can expect to hear from us [insert frequency, e.g., "weekly", "bi-weekly"] via [mention channels, e.g., email, website, social media].

If you have any questions or concerns, please feel free to reach out to us directly at [insert contact information]. Your feedback is invaluable to us, and we appreciate your understanding and support during this time.

Thank you for being a part of our community.

Sincerely,

[Your Name]

[Your Title]

[Franchise Name]

[Contact Information]