



Interest Holder Information Templates

INTRODUCTION

Your organization will have to communicate with a variety of interest holder groups, each with varying needs. Messaging needs to be customized for each specific interest holder:

Refer back to your [Know Your Interest Holders Worksheet](#) for information on each of audience's communication needs. When drafting your messaging, put yourself in their shoes and consider:

- **COMMUNICATION METHOD & CADENCE:** What communication channels or tools should you use to best reach this audience? How often will you be communicating with them?
- **INFORMATION SHARING/FACTS:** Start your message with what you know. What information will they be looking for your organization to provide? What details may ease tension from the crisis?
- **CALL TO ACTION:** What do you need from them? To provide you with information or to take a certain action? Depending on the crisis, this may not always be required.
- **RESOURCES:** What resources can you provide them? Can you direct them to your own emergency webpage or other credible resources where they can find more information?
- **NEXT STEPS:** Identify what your organization will do next to reassure your interest holders. When will they hear from you next and/or where should they go for updates?



EXERCISE

Using the following templates, build out your messaging to each of the different interest holder groups, starting with the ones we know are most essential: employees, visitors and external partners. Templates are provided in email format but can be adjusted to fit any communication channel.

EMAIL TEMPLATES

Employees

Your employees are your biggest asset and keeping them informed during a crisis is essential to managing your crisis response and organizational reputation. Communicate with your staff prior to engaging with any other interest holder group.

Subject: **<Crisis Name>** Update

Dear Team,

We are aware of the **<current crisis>** and are working collaboratively with local agencies/authorities to respond appropriately. While we are still investigating, here's what we know right now:

Fact 1

Fact 2

Fact 3

Staff are encouraged to **<Call to Action>**.

More information on the crisis is available or will become available at **<relevant resources>**.

We thank you for your cooperation during this stressful time and are here to support you. **<Insert benefits program, EAP, etc. that you have available to support staff>**.

Another update will be shared **<when available/at this time>**. Should you have any questions or concerns at this time, please voice them to your direct supervisor.

Thank you,

<Signature>

Visitors

Visitors are one of your biggest external interest holders. Keeping visitors informed is a key component of your role during a crisis and requires customization to meet their specific concerns and needs.

Subject: **<Crisis Name>** Update

Hello Visitors,

We are aware of the **<current crisis>** and are working collaboratively with local agencies/authorities to respond appropriately. Here's what we know right now:

Fact 1

Fact 2

Fact 3

Visitors must **<Call to action, if required>**.

Further updates will be provided as they become available through **<communications channel>**. For the most up-to-date information, please visit our **<emergency webpage or other resources>**.

We thank you for your cooperation during this difficult time. We are here to support you with your travel plans so you can still enjoy your visit/we can welcome you back another time.

Thank you,

<Signature>

External Partners

As a leader in your community, external partners will be looking to you for support and guidance during a crisis. Maintain your organization's reputation by communicating with your external partners as soon as possible.

Subject: **<Crisis Name>** Update

Hello **<Partner Name>**,

We are aware of the **<current crisis>** and are working collaboratively with local agencies/authorities to respond appropriately. Here's what we know right now:

Fact 1

Fact 2

Fact 3

More information regarding the **<crisis>** can be found through the following resources: **<resources, emergency webpage>**.

As one of our incredible partners, we are grateful for your cooperation and support during this stressful time for us and our community. Your **<insert their support to the crisis here, if applicable>** has helped us tremendously in responding to this crisis. We look forward to continued cooperation and coordinated action.

If there is any way we can support you better during this time please reach out to **<Contact>**.

More information will be provided through **<method>** at **<cadence>**. We thank you for your patience and understanding during this time.

Thank you,

<Signature>