

In this time of uncertainty and confusion, it is more important now than ever to communicate clearly with your customers, followers, and staff. Below is a template letter from the fictional company ABC Meals which can be customized to reflect your brand's voice and measures during this time. Feel free to use as much or as little of this letter as you like and don't forget to include links where appropriate. I have found it easiest to read with subheadings but you may make your own determination. I have color-coded the sections with other phrasings of the general idea if you'd like to see some different wording.

## COVID-19 Small Business Letter Template

To the [ABC Meals] community,

We believe in the power of [food] to [bring people together, creating memories and nourishing hearts and minds]. With the coronavirus (COVID-19) now declared a global pandemic, I wanted to personally connect with you about the actions we're taking to ensure the health and safety of our customers, staff, and our entire community so that we may continue to serve you in the future.

With the steps outlined below, we are confident our team is well prepared to handle all customer services without disruption during the COVID-19 crisis.

### Precautions we're taking

- We've advised our employees to follow the public health authorities' guidance regarding hygiene and personal travel (wash your hands frequently with soap and/or alcohol-based sanitizers; avoid touching your eyes, nose, and mouth; cover your mouth or nose when you sneeze or cough; maintain distance between yourself and anyone who is coughing or sneezing; if you have a fever, cough, or difficulty breathing, seek medical attention).
- While the products you receive from us do not pose any health risk, we are taking the extra precaution of wiping down all products with alcohol wipes.
- We've increased the frequency of deep cleaning and sanitizing at all facilities.
- We've reinforced existing company policy encouraging employees who exhibit flu-like symptoms to stay home and consult with a medical professional.
- We've limited business travel and encouraged employees to leverage technology to collaborate virtually whenever possible.

While these are challenging times, we believe these are the right steps to take to ensure we are minimizing the risk for our customers, associates, and communities.

### How you can help

Because the situation and policies vary by location, we encourage everyone to stay informed and follow the recommendations of your local health authorities.

Local independent shops and restaurants are the lifeblood of our communities and we must do everything we can to get them through this time of uncertainty. With empty shop floors and dining rooms, small businesses are depending on online shopping and takeout/delivery orders now more than ever.

### What to expect going forward

We are closely monitoring the ongoing COVID-19 coronavirus outbreak and we will continue to take guidance from local authorities and the Centers for Disease Control (CDC). We remain open 24-7 on our website [link] and our customer service team is here and ready to assist you with your needs. Please note, we are not currently experiencing any delays to our order processing or shipments, but we will keep you informed if anything changes.

We appreciate the trust that you place in us. Our hearts go out to everyone who has been impacted by this worldwide crisis including all the caregivers working tirelessly on the front lines.

Sincerely,

Name

Title

#### How to get in contact:

- Call [link]
- Email [link]
- Contact us via our website [link]
- Live Chat on our website [link]
- Message us on Facebook [link]
- DM us on Instagram [link]

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#### Color-coded Sections

##### 1. Salutation:

- *To our community,*
- *To the [Brand name] community,*
- *Dear [Brand name] community,*

##### 2. Company mission + Acknowledge the issue/Why I'm writing:

- *We are committed to maintaining a safe and healthy workplace for our employees and helping our customers to do the same.*

- *I wanted to personally connect with you about the actions we're taking to help and to ensure the health and safety of our customers, staff, and our entire community.*
- *we believe in the power of travel: to create joy, to bring people together, to enrich our hearts and minds. With the novel coronavirus (COVID-19) now declared a global pandemic, we cannot help but think of all those we know and care about around the world, including you, whom we have had the privilege to serve. So I wanted to contact you personally to share more about what we are doing.*
- *We have always been a brand deeply committed to putting the consumer and our associates first and at the center of all we do. Today, this philosophy continues to guide us as we think about all of you who have been affected by COVID-19*

3. Statement of confidence:

- *With the steps outlined below, we are confident our team is well prepared to handle all customer services without disruption during the COVID-19 crisis.*

4. What steps the company is taking and when:

- *We've advised our employees to follow the public health authorities' guidance regarding hygiene and personal travel (Wash your hands frequently with soap and/or alcohol-based sanitizers; avoid touching your eyes, nose, and mouth; cover your mouth or nose when you sneeze or cough; and maintain distance between yourself and anyone who is coughing or sneezing. Of course, if you have a fever, cough, or difficulty breathing yourself, seek medical attention. )*
- *While the products you receive from us do not pose any health risk, we are taking the extra precaution of wiping down all products with alcohol wipes.*
- *We've increased the frequency of deep cleaning and sanitizing at all facilities.*
- *we've reinforced existing company policy encouraging employees who exhibit flu-like symptoms to stay home and consult with a medical professional*
- *We've limited business travel and encouraged employees to leverage technology to hold business meetings whenever possible.*
- *We've increased the strength and frequency of cleaning and sanitation of our retail stores, distribution centers, and corporate offices.*

5. How these steps will help:

- *While this is a difficult decision, it is the right thing to do to ensure we are minimizing the risk for our customers, associates, and communities.*

6. What you can do to help:

- *We ask that if you have recently visited an area with a high level of CoronaVirus infection, or if you, yourself, feel ill, please call to reschedule your appointment to a later date.*
- *Local independent shops and restaurants are the lifeblood of our communities and we must do everything we can to get them through this time of uncertainty. With empty shop floors and dining rooms, small businesses are depending on online shopping and takeout/delivery orders now more than ever.*
- *Because the situation and policies vary by location, we encourage everyone to stay informed and follow the recommendations of your local health authorities.*

7. What you can expect from doing business with us:

- *We remain open 24-7 on our website [link] and our customer service team is here and ready to assist you with your needs.*
- *Please note, we are not currently experiencing any delays to our order processing or shipments, but we will keep you informed if anything changes.*
- *Please be mindful that you may experience shipping delays as we have implemented a social distancing plan as a precaution for our teams in our distribution centers and this may temporarily slow processing*
- *Due to the increased demand for some cleaning and personal care products, we may be out of stock on select items. I want to assure you that we are working closely with our vendors to add more stock whenever possible. We encourage you to check our website often for updates on product availability.*
- *We will continue to monitor this situation closely and take guidance from local authorities and the Centers for Disease Control (CDC).*
- *We are closely monitoring the ongoing COVID-19 coronavirus outbreak according to the guidelines and recommendations of the CDC (Centers for Disease Control and Prevention)*

8. Thank you to customers:

- *We appreciate the trust that you place in us.*
- *Thank you for your patience in this time of uncertainty.*

9. Statement of compassion:

- *We want to wish you and your loved ones well. Our thoughts go out to all those who have been affected by this virus and all the caregivers working tirelessly on the front lines of this crisis.*
- *Our hearts go out to everyone who has been impacted by this worldwide crisis.*

10. Sign off:

11. How to get in contact:

- *Call*

- *Email Us at*
- *Contact Us via our website*
- *Live Chat with us on our website*
- *Social*