
Crisis Appropriate Emails

Option 1: Concerned About Fallout

Subject Line: How you can come out of this crisis stronger

Hey [CONTACT'S NAME],

Yesterday, I felt something that's been noticeably absent from my life for almost [AMOUNT OF TIME, IE 2 WEEKS] now.

I felt hope.

You see, I jumped on the news (which is usually terrifying and depressing) and discovered:

- [POSITIVE THING YOU'VE SEEN IN THE NEWS]
- [ANOTHER POSITIVE THING YOU'VE SEEN]
- [ANOTHER POSITIVE THING YOU'VE SEEN]

The world is mobilizing quickly to fight this sucker!

(Hallelujah and thank you to everyone working so hard!)

But I had to wonder...

When we get through this (and heck ya we're gonna get through it) what is the fallout going to look like?

Specifically, how will people, like you, who [PAIN THEY SUFFER THAT YOU FIX] bounce back from this?

It's something that's been on my mind for a few days now.



And rather than wait for everything to shake out, I needed to connect with you and share some tips for making sure that a month, 2-months, 3-months down the road you're not [PAIN THEY MIGHT SUFFER].

So here goes:

Tip 1: [SHORT DESCRIPTION OF TIP]

[CLARIFICATION OF TIP IF NECESSARY]

[EXAMPLE OF TIP IF YOU HAVE IT]

Tip 2: [SHORT DESCRIPTION OF TIP]

[CLARIFICATION OF TIP IF NECESSARY]

[EXAMPLE OF TIP IF YOU HAVE IT]

Note: Include as many tips as you need up to 5.

Does that help?

I find having a plan always makes me feel more confident about the future.

And remember, if you need help [WHAT YOU HELP THEM DO], you can always [HOW YOU CAN STILL HELP THEM DURING THIS TIME].

For the first time in awhile, I can see how we're going to make it through this. Hopefully with minimal lives lost and a small economic cost.

And I want to make sure our community is ready to come back, better than ever.

If you have any questions, concerns, or thoughts you want to share with me, you can always reach me by [BEST CONTACT INFO].

[EMAIL SIGNATURE]

 **READY TO GO COPY**

Pro Tip: The subject line says, “How you can come out of this crisis stronger. Depending on your industry, you might replace the word “stronger” with “happier”, “wealthier”, “healthier” etc.

Pro Tip: If you need some ideas for your “positive news” bullet points, check out this website - <https://www.goodnewsnetwork.org/>



Option 2: We're Giving Back

Subject Line: Your purchase helps crisis relief efforts

Hi [CONTACT'S NAME],

Yesterday, as I spoke with [SOMEONE YOU KNOW IN THE MEDICAL INDUSTRY - NAME, JOB DESCRIPTION], I felt incredibly grateful that there are men and women putting themselves on the front lines for us.

And I couldn't help but wonder...what are we, [NAME OF YOUR BUSINESS], doing to help?

We've been super fortunate to stay open when other businesses have needed to temporarily close.

And since we (unlike so many) are in a position to do so, we're giving back.

For at least the next [LENGTH OF TIME - IE 4 WEEKS], we're giving [AMOUNT] of our profits to [CHARITY OF CHOICE].

That means, when you buy [SIGNATURE PRODUCT], we're helping [WHAT CHARITY DOES].

Or, when you choose [SECOND MOST POPULAR PRODUCT] [WHO IT HELPS] is receiving [WHAT RECIPIENTS GET].

EVERY purchase you make:

[RECAP DONATION INFO]
[LINK TO CART IF APPLICABLE]

[DETAILED INFO ABOUT HOW THEY CAN BUY FROM YOU AND WHAT PRECAUTIONS - IF NECESSARY - YOU'RE TAKING TO KEEP THEM SAFE AS THEY ORDER AND RECEIVE THEIR PURCHASES.]



We can't all be like [NAME OF PERSON AT THE BEGINNING] - literally saving lives. But we can all do something right now. And we're excited to be doing more for people in need.

If you have any questions, concerns, or thoughts you want to share with me, you can always reach me by [BEST CONTACT INFO].

[EMAIL SIGNATURE]

Pro Tip: In addition to your charitable donation, you might also consider giving your community a discount on your offering.

Pro Tip: If you feel so inclined, a meme about how important medical professionals are would fit nicely under the first paragraph.

Pro Tip: If your business is not physically open, you'll need to modify the 3rd paragraph. You could say, "we've been super fortunate our online store is still open when..." Or, even, "though our physical store is closed, we've fortunately been able to sell..."

Pro Tip: When choosing a charity, it makes the most sense to help those affected by the coronavirus. (The rainforest definitely needs to be saved, but maybe choose something more relevant to your community right now.) Also keep in mind your demographic. For example, if you rely on your local community for business, you might consider donating money to your local schools so they can get more laptops and Kindles into the hands of children who are finishing out the school year online from home.



Option 3: Renewed Commitment

Subject Line: Sorry, we isolated a little too well

Preview Text or Alternative Subject Line: Some resources to help get you through

Hey [CONTACT'S NAME],

Whew! It's been a wild couple of weeks. Hasn't it?

I feel like I'm constantly fluctuating between relieved gratitude for the health and safety of my family and overwhelming stress about what's happening.

Tell me I'm not alone in feeling this way.

None of us expected this. (Except maybe Bill Gates. Did you see his 2015 Ted Talk? Wow! Mind blown.) And since none of us have experienced it before, we really don't know what to do. Or how to act.

It's not an excuse, but as I self-isolated and processed what's happening, I neglected my community.

Which is ironic.

Because...

I've realized these are the things that matter most in my life:

- 1) My family
- 2) Friends, employees, and other close relationships
- 3) My community

Not even joking, I have no idea what life would be like if I didn't have you. And I don't want to know. Serving this community has been (and continues to be) one of the greatest experiences of my life.

Which means, I should have taken better care of our relationship. Your life got dumped on its head, too.



So...consider this my renewed commitment to you.

Starting with a few resources.

These are resources that will likely help the most with [PAIN YOU SOLVE] as you practice social distancing:

- [LIST A RESOURCE WITH A QUICK DESCRIPTION AND LINK]
- [LIST ANOTHER RESOURCE WITH A QUICK DESCRIPTION AND LINK]
- [LIST A FINAL RESOURCE WITH A QUICK DESCRIPTION AND LINK]

Other information and valuable resources will be sent your way in the next few days.

In the meantime, if you need anything, be sure to reach out to us at [BEST CONTACT INFORMATION].

Thank you, always, for being part of our community,

[EMAIL SIGNATURE]

Option 4: Business As Usual

Subject Line: Why [NAME OF COMPANY] is “business as usual”

Okay [CONTACT’S NAME],

I admit it.

I feel guilty.

Or at least I did.

You see, almost every day I see Facebook posts from friends who have lost their jobs.

The first-hand accounts of this illness and its effects are horrifying.

And now men and women in the medical field are running out of masks and gloves.

Yet, here I am, safe and sound at home. With a company that, because of incredible people like you, continues to operate as planned.

Anybody else feeling guilty about what others are suffering?

Even our donation of [WHAT YOU DONATED AND TO WHOM] didn’t make me feel much better. It felt like a drop in the bucket in comparison to the sacrifices others are making.

But then a dear friend shared something that completely changed my perspective.

She said, “the best thing for the world, right now, is for each of us to do what we do best. If you’re a parent, be the best parent. If you’re a friend, be a good friend. And if you’re a business owner, be the best small business owner.

We’re all anxious for things to get back to ‘normal’. And the more we can do right now, to keep things moving forward, the faster and easier it’s going to be to find stable ground again.”



It was exactly what I needed to hear. And the reason [NAME OF YOUR BUSINESS] will continue to operate “business as usual”.

Well...with a few small adjustments:

- [DESCRIPTION OF HOW PEOPLE CAN MAKE PURCHASES]
- [DESCRIPTION OF HOW YOU'RE KEEPING EMPLOYEES SAFE AND MAKING SURE PRODUCTS ARE SAFE TO SEND]
- [ANYTHING ELSE RELEVANT FOR THEM TO KNOW]

Finally, because we know everyone will be affected by this in some way, we're offering:

[DETAILS OF A SPECIAL OFFER INCLUDING LINKS TO PURCHASE]

Here's what I know - we're going to get through this.

And [NAME OF COMPANY] is committed to doing whatever we can to help our community survive and thrive.

We got this,
[EMAIL SIGNATURE]

Pro Tip: If your company has not donated or assisted relief efforts, you'll need to remove that paragraph. The copy still works, as written, without it.

Pro Tip: We highly recommend you offer some sort of discount or promotion to encourage sales. But if you don't want to, simply remove the sentence after the bullet points. The copy still works, as written, without it.