**Client/Customer Communication**

[CLIENT NAME],

[*CONCERN FOR THE PERSON BEFORE BUSINESS*]

First, and most importantly, we hope you and those you care about are safe and healthy. There is nothing in this email [or attachment(s) AS APPLICABLE] that is more important, or higher in our concerns, than you. We are cognizant that there might be a lot of things changing right now in your world.

[*REFERENCE TO YOUR VALUES*]

Our values are [REFERENCE ONE OR MORE OF THE ORGANIZATION’S VALUES], and therefore, our first priority is reaching out to understand how you’re being impacted and what we can do to help.

[*LISTEN FIRST*]

When you have a moment, we would like to hear from you and get your perspective on how this is affects you and your organization. We understand this is impacting every organization, to some degree, but in different ways. Getting to hear your perspective will increase our ability to show up as the best [PARTNER, VENDOR, SUPPLIER, ETC.] possible.

[*OFFER HOW YOU CAN HELP*]

Before offering our perspective on what we see and what possibilities our partnership holds moving forward post COVID-19, we want to update you on how we intend to serve you during this time:

[*INSERT WHAT YOU ARE DOING (SPECIFIC*)]

[*EXAMPLES*]

* Billing changes to make it easier
* Changes to how you can access products and/or services
* Changes to how we will communicate moving forward

I also wanted to share some tools and resources that we have found helpful within our own organization that we think are applicable to yours as well.

[*INSERT TOOLS AND RESOURCES (GENERIC)]*

[*EXAMPLES*]

* Sign-up [here](https://www.ccoleadership.com/resources/) for regular online leadership training and resources from Chapman & Co. Leadership Institute

[*YOUR PERSPECTIVE*]

From our perspective, here’s what we are seeing [INSERT PERSPECTIVE AS IT PERTAINS TO THE WORK YOUR ORGANIZATION IS DOING]

We remain available if and when you need us and we will continue to send you updates and resources as applicable.