

## A COVID-19 COMMUNICATIONS FAQ checklist:

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The following questions are a sample of things franchisors or franchisees may be asked by staff, customers or media. Ensure your COVID-19 crisis toolkit includes responses to help navigate the situation, stay consistent and control the conversation.

- What measures are you taking to prevent the spread of COVID-19?
- Have there been any confirmed cases of Coronavirus (COVID-19) in your city?
- Has there been a confirmed case of Coronavirus (COVID-19) at any [INSERT BRAND] locations?
- How are you making sure people who are infected don't come in and infect others?
- Will you be enforcing closing or reducing hours in response to the spread of Coronavirus (COVID-19)?
- How are you keeping your staff safe?
- How much business have you lost to date due to COVID-19?
- Have you had to let any staff go because of COVID-19?
- Are you concerned about the long-term financial ramifications COVID-19 might have on your business?

For membership concepts only:

- Can I put my membership on hold?
- If I want to cancel my membership, can I get a refund?