

Communication of the departure should be made as soon as feasible. Managers, other staff members, major donors, and social media must be informed immediately. Among the key messages, it is fundamental to communicate that staff and the board are in place to maintain continuity.

1. Managers: Meetings should occur in-person.
2. Staff: Board President, Chair of HR Committee share notice of ED's departure with staff in a single meeting.
 - Maintain open communication with staff: keep them informed, involve in key decisions, and appreciate that this will be a stressful time for them.
 - Clarify that the board is the ultimate decision-making authority.
3. Funders: Communications should be customized to each funder, but the core message should consistently be simple, direct, proactive, and positive.
 - Stress the foundation's importance to your organization and how that leads you to inform them about an important update.
 - Thank the funder for their past/ongoing investment and give reassurance that their funding will continue to be fully maximized towards the intended purpose or program.
 - If the outgoing executive director has been the main point of contact, provide clarity about who the funder can count on to communicate with in the interim.
4. Donors: Notify all clients/client families/caregivers in the database via email distribution.
 - Major Donors and VIPs: In-person phone call, with a follow-up email.
 - Mid-level Donors/Other Important Clients, client family members, and caregivers: Personal mailed letter.
 - All Other Donors and clients, client families, and caregivers, peers, past board members: Email.
5. Public communications:
 - Social Media: All social media posts should be made after important individuals are notified.
 - Draft announcements can be produced by Missy Altmer.