



## Instructions

- Feel free to mix and match the templates to make them work for your storefront, email, and social media copy
  - Resist the temptation to copy + paste
  - Include your brand voice and personality
  - Include any information that's essential to your brand
  - Follow the news and review your content regularly
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## How [your store name] is adapting to Covid-19

[Your store name] works with a fulfillment partner to print and ship our orders. We're in regular communication with them for the latest updates of what's going on.

Our fulfillment partner is still operating and we're continuing to accept orders. Fulfillment and shipping will take longer but your order will reach you.

Your support means a lot to us, especially during this time. Stay safe and take care of yourselves.

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## Information regarding Covid-19

The global social distancing measures are affecting our store as well which means order fulfillment and shipping is taking more time than usual.

Our standard fulfillment estimate of [number] business days is currently closer to [number].

We're actively communicating with our fulfillment partner and following the latest news on Covid-19. Please follow our FAQ where we share current updates: [link]

This is a difficult time for everyone and we thank you for your patience. Health is the number one priority right now, so stay safe.

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## General update

To keep all our updates and FAQs related to Covid-19 in one place, we've gathered them in this [\[link/page\]: \[URL\]](#)

This link is going to be the go-to source for future updates, so make sure to check it out whenever you visit!

We've also added a section on our current fulfillment estimates. As you know, the entire world is facing difficulties, so our fulfillment and delivery times will take longer than usual.

Thank you for all your support while we weather the storm!

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## Order delays during Covid-19

I / the team at [\[your store name\]](#) wanted to take a moment to say thank you to everyone who's been showing support to our business in this challenging time.

For weeks now, the entire world is adapting to a new normal. It has been difficult for us to deal with the changes, and we're hoping it'll be over soon.

We're staying in touch with our fulfillment partners about fulfillment and shipping delays. Here are the estimates we are currently looking at:

- [\[product category\]: \[number\] business days](#)
- [\[product category\]: \[number\] business days](#)

I know this isn't what you guys are used to, so I'm grateful for your patience as you continue coming back to our brand and enjoying our products.

Some good news is, we now have more time to focus on some exciting [designs / products](#) we previously simply didn't have time for. Stay tuned for more additions to our collection!

Thanks again, and, most importantly, stay safe.

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