

# Keeping Stakeholders Informed:

## Navigating the Impact of Funding Challenges

During times of uncertainty, clear and transparent communication with your stakeholders is crucial. They are not only your supporters but also your partners in sustaining your mission. By acknowledging challenges, explaining potential impacts, and highlighting your proactive efforts, you can maintain trust and ensure continued support. The following strategies will help you communicate effectively, keeping stakeholders informed and engaged.

### Acknowledge the Situation with Transparency:

- **Be Honest and Direct:** Clearly inform stakeholders that the funding pause may affect operations but reassure them that your organization is actively addressing the challenge.
- **Stick to Facts:** Use reliable sources and avoid speculation, so your message remains grounded and credible.

### Explain the Potential Impact:

- **Describe the Consequences:** Outline how the funding freeze might impact specific programs, services, or staffing levels.
- **Quantify the Impact:** Where possible, provide specific data (e.g., “X% of our funding is currently frozen, affecting Y number of beneficiaries”).
- **Make It Personal:** Help stakeholders connect emotionally by explaining how the funding pause impacts the community or your mission directly.

### Emphasize Solutions & Next Steps:

- **Highlight Action Plans:** Share the measures your organization is taking to mitigate the impact, such as cost-saving initiatives, alternative funding efforts, or advocacy campaigns.
- **Reassure Stakeholders:** Let them know that you’re not just reacting but actively working toward long-term solutions.

## Call for Support & Engagement:

- **Ask for Specific Help:** If necessary, ask for emergency funding, increased donations, or support for advocacy efforts.
- **Provide Clear Action Steps:** Make it easy for stakeholders to get involved, whether through:
  - A one-time or recurring donation
  - Encouraging corporate partners to contribute
  - Contacting legislators to advocate for the funding freeze to be lifted

## Keep Communication Open & Consistent:

- **Regular Updates:** Continue to send periodic updates to stakeholders as new information becomes available.
- **Engage Directly:** Offer one-on-one conversations with major donors or key partners to provide tailored information.
- **Diversify Communication Channels:** Use email, social media, webinars, and town halls to keep stakeholders informed in the most accessible ways.