

UpShift™



EMERGENCY COMMUNICATIONS KIT

COMMS TIMING MAP



DAY 0 - 1

Internal messaging to staff + board: clarity, calm, and unity.

DAY 2 - 3

Messaging to donors, funders, and partners: steady mission, growing stronger, vision for what's next

DAY 2 - 3

Public statement, website, and social posts: communicate continuity, reinforce confidence, highlight transformation.

EMAIL TEMPLATES

STAFF EMAIL TEMPLATE (DAY 0-1)

Subject: Leadership Transition Update

Hi Team,

Today we share important news: [ED's Name] has stepped down as Executive Director, effective immediately.

The Board has appointed [Interim Name] as Interim ED. Their role is not only to stabilize operations but also to strengthen systems, support staff, and prepare the organization for an even stronger future with our next Executive Director.

Your work remains vital to our mission. We are committed to transparency and consistent communication as we move through this transition together.

With gratitude,

[Board Chair Name]

DONOR/FUNDER EMAIL TEMPLATE (DAY 2-3)

Subject: Our Mission Is Strong

Dear [First Name],

[ED's Name] has stepped down as Executive Director.

We are grateful for their service and want to assure you: our mission is strong, programs remain steady, and the Board has appointed [Interim Name] as Interim ED to provide leadership during this important chapter. With the UpShift framework, we are not only protecting continuity — we are improving systems and preparing for a confident, values-aligned next leader.

We value your partnership and will continue to share updates as we build toward a stronger future.

Sincerely,

[Board Chair]

PUBLIC STATEMENT (DAY 3-7)

PRESS RELEASE TEMPLATE

“[Org Name] announces that [ED’s Name] has stepped down as Executive Director. The Board has appointed [Interim Name], a seasoned nonprofit leader, to serve as Interim ED. Guided by the UpShift approach — Stabilize & Align → Improve & Plan → Transition & Sustain — we are using this transition to strengthen the organization for long-term success.”

WEBSITE BANNER TEMPLATE

“Leadership Update: [Interim Name] appointed Interim ED. Programs remain strong, and our organization is preparing for what’s next. → Read more.”

SOCIAL MEDIA POST TEMPLATE

“Transitions are opportunities. At [Org Name], we’re using this moment to UpShift — strengthening our organization with [Interim Name] as Interim ED and preparing for a strong, sustainable future.”

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Waller
CONSULTING

Building Capacity to Dream

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ACTING VS. INTERIM
DECISION KIT

BOOK A 15-MINUTE
TRANSITION TRIAGE CALL