



## 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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## General statement about delays

Each product you see in **[your store name]**'s catalog is made on-demand—once you place an order, we produce it specifically for you.

We're doing our best to get your orders out on time, but during these unprecedented times delays can happen. We work with production partners and shipping carriers who are seeing industry-wide disruptions because of the impacts of Covid-19.

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## Statement about shipping delays

While we're happy ecommerce is booming, it doesn't come without its struggles. Shipping carriers in North America are tackling the large number of incoming orders, and millions of shipments are stuck in distribution centers, leading to industry-wide shipping delays and your orders being late.

Note that the tracking links take longer than usual to update. The overload of shipments in distribution centers means carriers are slower to register and ship your orders. Sometimes the tracking info won't change for over a week until the item is scanned, or even up to the point of delivery. For example, we have orders that were handed over to a carrier on December 3, but were scanned by them only on December 10. Know that your orders aren't lost—they're still being processed by the carriers.

Get more info here:

<https://www.nytimes.com/2020/12/05/business/ecommerce-shipping-holiday-season.html>

<https://www.washingtonpost.com/business/2020/12/15/postal-service-holiday-packages-delays/>

<https://www.npr.org/2020/12/09/944777576/shipping-delays-why-your-packages-are-taking-forever?t=1608127001161>



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## Statement about late orders

We know that receiving holiday gifts and other orders late is disappointing and frustrating for everyone. Thank you for your patience while dealing with the industry-wide shipping delays.

At the moment, tracking links take longer than usual to update, with shipments being stuck in pre-transit. Sometimes the tracking info won't change for over a week until the item is scanned by the carrier, or even up to the point of delivery. This doesn't mean that your order is lost, but that it's still being processed by the carrier—the overload of shipments means [shipping carriers are slower to register](#) and ship your orders from their distribution centers.

If you haven't received your order after [\[insert time\]](#), get in touch with us at [\[your email address\]](#). Let us know about your delayed shipment and we'll check it out. We may ask you to wait a few more days to receive the order.

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## Evergreen statement about production times

Each product you see in our catalog is made on demand, which means that when you place your order, it takes a few days for the product to be made, and then it's sent out to you. It takes time for us to create and send out the product, but making each order on demand allows us to avoid overproduction.

You can check out our delivery times here: [\[insert link to info on your store about delivery times\]](#)

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