



MEMORANDUM

To: Volunteer Financial Coaches

From: FAN, Wings for Widows

Date: May 26, 20225

Subject: Wings for Widows Client Ghosting Policy

Definition

"Ghosting" occurs when a client becomes unresponsive after their initial consultation meeting, failing to respond to coach contact attempts or engage meaningfully in the coaching relationship.

Standard Response Protocol

Contact Attempts (2-Week Period)

When a client becomes unresponsive after the consultation meeting:

Contact Methods ("All Means"):

- Email (primary method)
- Phone call
- Text message (if phone number provided)
- LinkedIn message (if connected)

Contact Schedule:

- Week 1: Attempt contact 2-3 times using different methods
- Week 2: Final attempt via email and one additional method
- Space attempts at least 2-3 days apart
- Multiple messages on the same day count as one attempt

Documentation Requirements:

- Log all contact attempts with date, time, method, and brief outcome
- Maintain records in client file
- Note any partial responses or engagement

Concluding the Engagement

If no meaningful response after two weeks:

Send Final Email: Use the template below to formally conclude the engagement. Include language about future re-engagement possibility.

Submit Outcome Report: Include the following information:

- Total number and types of contact attempts
- Client's last response (if any)
- Reason for concluding engagement (early)
- Any relevant observations about client circumstances

Template: Final Engagement Email

Subject: Concluding Our Coaching Engagement - Wings for Widows

Dear [Client Name],

I hope you are doing well. Over the past two weeks, I have attempted to reach you via [list methods] to continue our coaching engagement following our consultation meeting.

In accordance with Wings for Widows policy, I am formally concluding our coaching relationship at this time. Please know this is simply procedural and in no way reflects on you or your situation.

Should you wish to resume coaching services in the future, you are welcome to contact me directly if I am available, or I can help connect you with another qualified coach in our network. You may also explore resources through Wings for Widows University (WWU).

I wish you all the best on your journey.

Warm regards,

[Coach Name]
[Contact Information]

Re-engagement Scenarios

If Client Contacts You Later

If You Are Available:

- Use your discretion to continue the pro bono engagement
- Consider the client's explanation for the previous lack of contact
- Set clear expectations for ongoing communication

If You Are Not Available:

- Politely explain your current availability status
- Offer to connect them with another network coach
- Suggest Wings for Widows University (WWU) as an alternative
- Leave the door open for future availability if circumstances change

Re-engagement Limitations

- Clients may re-engage after ghosting, but coaches should use discretion
- If a client has a pattern of ghosting (2+ times), consult with Chris Bentley before re-engaging
- Document any re-engagement decisions and reasoning

Special Circumstances

Partial Ghosting Situations

Sporadic/Minimal Response:

- Client responds occasionally but doesn't engage meaningfully
- Apply the two-week rule from the last substantial interaction
- Document the pattern of minimal engagement

Chronic Rescheduling:

- Client repeatedly reschedules but never shows up
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- After 3 consecutive missed/rescheduled appointments, treat as ghosting
 - Send final email explaining the policy

"Contact Me Later" Responses:

- If client repeatedly says they're busy without setting concrete next steps
- Give one additional week beyond the standard two-week period
- Then proceed with concluding engagement process

Crisis/Emergency Considerations

If You Suspect Client Crisis:

- Recent traumatic event or major life change
- Signs of severe emotional distress in last communication
- Extend contact period to 3-4 weeks with more gentle approach
- Consult with Chris Bentley for guidance
- Consider involving appropriate resources if safety concerns exist

Network Referral Protocol

When Recommending Other Coaches:

- Check with potential coaches about their current availability before making referrals
- Provide a brief, appropriate background about the client's needs (respect confidentiality)
- Give client 2-3 coach options when possible
- Follow up to ensure connection was made

Escalation Guidelines

Consult Chris Bentley When:

- Unsure about the best course of action in any situation
- Client has ghosted multiple coaches in the network
- Suspected crisis or safety concerns
- Unusual circumstances not covered by this policy
- Questions about re-engagement after multiple ghosting incidents

Contact Information: Chris Bentley: [chris.bentley@wingsforwidows.org]

Policy Notes

- The two-week period begins from the date of the last scheduled appointment or meaningful client contact
- This policy balances respect for client autonomy with efficient use of coach resources
- All coaches should maintain professionalism and compassion when implementing this policy
- Regular policy review will occur to address new scenarios and improve effectiveness

Policy Effective Date: 5/26/25

Last Updated: 5/26/25

Next Review Date: 5/25/26