When It’s Not All Good

Communicating Through Crisis
Disclaimer

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Agenda

• Crisis Preparation
• Crisis Planning
• Types of Crisis
• Crisis Response
Smart Plan

Spitfire’s Guide to Crisis Prep and Management
The Prep
Assess Your Risk

• Are you a large organization that doesn’t have its internal systems buttoned down?
• Is your issue polarizing or controversial?
• Does your organization or your issue have strong opposition?
• Are you affiliated with organizations that find themselves frequently in the line of fire?
• Does your organization get frequent media attention?
• Is your issue “popular” or hot on the agenda?
Worksheet #1: Spot Vulnerabilities

Fill out Worksheet #1 on page 11 of the Smart Plan.
Know Your Opposition

• Scan and track
  • Websites
  • Email lists
  • Social media
• Tactics
• Assets
• Case Studies
Questions?
Worksheet #3: Assess Vulnerabilities

Fill out Worksheet #3 on page 13 of the Smart Plan.
Protect Yourself (pun sort of intended)

- Legal training
- HR training
- Internal systems
- Media policies
- Opposition
Worksheet #4: Plot Assets

Fill out Worksheet #4 on page 14 of the Smart Plan.
You Can Outsmart the Opposition

- Supporters
- Online presence
- Coalition partners
- Media relationships
- Decision-makers
Worksheet #5: Crisis Response Team

Fill out Worksheet #5 on page 15 of the Smart Plan.
Questions?
The Plan
KEEP CALM

DREAM TEAM IS HERE
Worksheet #5: Crisis Response Team

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The Plan

• Scenario
• Risk
• Message and Tone
• Opposition’s Message
• Target Audience
• Strategy
Fill out Worksheet #6 on page 16 of the Smart Plan.
Congratulations!
You now have a plan.
Let’s Recap

**Team:** Who’s ready to go?

**Risk:** What could happen?

**Message:** What are you going to say?

**Strategy:** How are you going to deal?
Questions?
Are you really under attack???
Will the situation...

• Affect your reputation?
• Impact others?
• Create a media frenzy?
• Lead to backlash from partners?
• Put your funder support at risk?
• Play out on social media?
If you answered YES to any (or all) of the above - don’t panic - You have a plan!
What is a small crisis?

- A small crisis is an inconvenience.
- No one is hurt.
- There’s no hit on your reputation and no one loses their job.
Medium Crisis

- A medium crisis may affect a group of people.
- It could impact how decisions are made in your organization.
Disaster!
How to respond to a crisis

- Gather facts
- Convene team
- Tailor plan
- Monitor
- Execute plan
Crisis Checklist

- Step 1: Gather
- Step 2: Convene
- Step 3: Determine
- Step 4: Pull out
- Step 5: Decide
- Step 6: Monitor
- Step 7: Identify
- Step 8: Develop
- Step 9: Draft
- Step 10: Determine
Questions?
You survived the crisis. Now what?
Thank You!
Want more information or support?

Call or email:

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[Link to youthcatalytics.org]