

## CRISIS COMMUNICATION PLAN WORKSHEET

### *Does Your Crisis Communication Plan Have These Components?*

#### **Communication and Media Relations Plan**

- A **designated spokesperson** and a back-up spokesperson that are trained in communications and media relations.
  - Important! All staff and volunteers should understand that ALL media inquiries are to be directed to the designated spokesperson. This is to ensure that all information given to the media is accurate and up to date. Staff and volunteers also need to know that there are severe consequences for breaching this protocol.
- **A set of prepared statements** that can be used in the event of a crisis – the statement is prepared in advance and has these talking points:
  - Give basic facts – name of the organization, location and brief description of the organization’s mission.
  - The statement should have a section (that would be filled in when a crisis occurs) that describes (there should not be any detail until facts and circumstances can be **verified**):
    - What happened in very general terms
    - Who was involved
    - When the crisis occurred
    - Where the crisis occurred
  - Information on how to contact the organization – solicit emergency donations
  - The organization’s commitment to the community and its clients

#### **Supporting staff, PIs and Board members**

- In the event of a crisis, staff, PIs and Board members need to know how to obtain information on the situation and what is expected of them in terms of service.
- What other activities or information would be necessary?

#### **Resuming Operations**

*What information, IT access and materials are necessary to resume normal operations?*

- Your organization needs to know what are the essential activities, materials and resources to resume operations in a timely fashion.
- The Crisis Communication Plan should include, if necessary, an appeal for specific types of aid to resume operations.