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Follow Your Crisis Communications Plan

If you don't have a plan, it is critical that your organization create one to detail your strategy for communicating with your clients, stakeholders, staff, donors, volunteers, and other key constituencies.

2



CEO/Executive Director Is "Chief Communicator"

The leader of your nonprofit should have routine communications with all staff, especially if they are working remotely. This will ensure all messaging is consistent and from the top. Staff should be able to count on specific times each day to receive updates.

3



Identify One Media Spokesperson

It is important to have one individual talking with the media. Be prepared to inform the media about the procedures your organization is implementing, and how the public can support your efforts.

4



Boost Donor Communications

Ramp up your calls and emails to donors. Stay in contact. Leverage your team, divide your donor list and use this opportunity to make additional connections. Keep your nonprofit's mission at the forefront.

5



Do Not Cancel Board Meetings

Instead, leverage video conference call capabilities such as Zoom or Skype. Use the virtual conference room to continue moving forward remotely.

6



Do Not Cancel Events

Reinvent them with the use of technology. Strategize with your event committee to use Facebook Live, webinars, livestream, and online fundraising platforms. Promote your sponsors in unique ways and make all promotional materials available online.

7



Start an Emergency Operations Fund

You might need to purchase new technology or premium subscriptions to services such as Zoom or Skype. Your staff might be working longer hours to combat lower volunteer engagement. This fund will enable donors to jump in and help in a unique way.

8



Support Employees Working from Home

Provide staff with the tools needed to be productive and efficient while working from home. Transfer calls to cell phones and set up FREE Skype for your staff to chat during the day. Begin to integrate technology into everyday practices so when a crisis hits, your team is not faced with a learning curve.

9



Continue to Connect with Donors & Prospects

When your chief fundraiser is unable to meet face-to-face with a donor or prospect, be creative and find ways to connect and communicate. Use video conference calls, hand-written notes, phone calls, social media, and emails.

10



Keep the Office Clean

Have supplies around the office like hand sanitizer and tissues ahead of time. Make sure that surfaces are constantly wiped down, especially desks, keyboards and phone / tablet / computer screens.