Frequently Asked Questions

How can I use the urgent and crisis communication service?
As a WASDA member, you can call an exclusive telephone line at 414-666-6002 or email wicrisis@donovan-group.com whenever you are dealing with a situation requiring quick communication from your school or district. You’ll work directly with an experienced school communication professional who will help you gather the facts, determine who you need to reach first, and communicate quickly, accurately, and effectively.

Depending on your needs and situation, you can also get custom talking points, parent letters, news releases, social media posts, and other written content, as needed. All of these services are included with your WASDA membership and available at no extra charge.

What qualifies as a ‘crisis’ or ‘urgent’ situation?
For this service, there is no set definition regarding what constitutes an urgent or crisis situation. We want you to call for any pressing issue, even if you would not consider it a true "crisis."
Below are a few examples of situations with which we can assist:

- School safety threats
- Bus or auto accident
- Emergency school closing
- Inappropriate staff/student relationship
- Major school fight
- Staff member resignation or termination
- Student or staff death
- Student protests
- School cancelation or delay
- School lockdown or evacuation
- Social media rumors

In short, this service covers a wide range of situations requiring prompt communication with parents, students, staff, community members, and other stakeholders. These situations may range from the merely embarrassing to the truly tragic.

Who can access the crisis communication service?
This service is available to all WASDA members. While we welcome all calls, we encourage members to follow their school district’s local policies and procedures regarding urgent or crisis situations.

Is there a limit to the number of times I can use the service in a school year?
No. You can call or text 414-666-6002 or email wicrisis@donovan-group.com whenever you are facing an urgent or crisis situation in your school or district. There is no limit to the number of times you use the service. We want superintendents, principals, and other administrators to contact us whenever they are dealing with a difficult situation.

Will the information I share remain confidential?
Yes. Any information you share with WASDA and the Donovan Group team will remain confidential and will not be shared with any other party.

What is the Donovan Group?
Based in Wisconsin, the Donovan Group is a communications, public relations, and marketing firm that focuses exclusively on public K-12 education. Founded in 2008, the firm serves schools, districts, and educational organizations nationwide.
What experience does the Donovan Group have with school and school district crisis communication?
Over the last 14 years, the Donovan Group has provided more crisis communications counsel to school and district leaders than any other firm or organization in the United States. Its team has worked on crisis situations large and small, including those that impact a small group of people to those affecting entire school district communities.