

Crisis Communications Checklist

Blue Sky Times

- Create your Crisis Communications Team and identify each member's specific responsibilities and timelines in which those responsibilities should be carried out.
- Identify the **goals** of your crisis communications plan.
- Identify the **internal and external audiences** with whom you will need to communicate.
- Identify the **networks** in which your organization participates or has access to.
- Prepare **key messages** in advance of a disaster or crisis.
- Prepare for mistakes in messaging and have a response plan for when they happen.
- Identify communications methods and establish approved policies, procedures and guidance about public communications.
- Build relationships with local, regional and national media for quick access to known contacts during an emergency.
- Build relationships with the public information officer(s) at local emergency management agencies.
- Create mechanisms to establish a disaster fund.
- Set aside funds to ensure you have access to additional resources during an emergency.

Recommendations for Times of Disaster

- Be prepared to share information among your networks to amplify timely and accurate messaging about emerging community needs and how you're responding to the crisis.
- Assign a communications team member to your Incident Management Team. You may not have a staff member who is an expert in crisis communications but including them on your IMT keeps them informed and updated.
- Be prepared to receive feedback on your messaging and adjust your messaging as necessary based on that feedback.
- Monitor social media to ensure your message is being received and to direct community members to authoritative sources for other information.
- Be prepared to work with the media.
- Make staff or board members available to the media for interviews.

Remember

The Center for Disaster Philanthropy (CDP) is here to assist you. Reach out to CDP's staff before or after a disaster strikes your community. We are ready to provide thought leadership, advice on establishing disaster funds and connections to colleagues around the world who can support and inform your efforts.