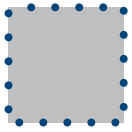




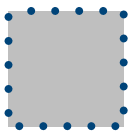
Crisis Communication

Checklist



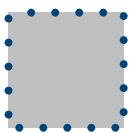
Identify Potential Emergencies/Crisis

Natural disasters, external crisis, internal issues, national tragedies, etc. Make a list of the realistic potential crisis.



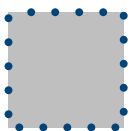
Build IFTTT Recipes - If This Then That

What role will you serve to members, community, what voice will you take, what will be main message, main channel if X happens.



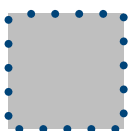
Identify Team Members

Assign each team member to a specific communication duty - website, email, phone, social. Make sure they have passwords/access.



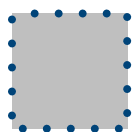
Identify Resources

Contact info and social handles of fire, police, gov't and weather resources. Influential members, key vendors, staff leaders.



Stock Up

Prepare pre-written messages with fill-in-blank options that are ready to go. Secure stock images for "emergency" "breaking news".



Post-Event Communication

Plan how often you will share post-crisis information. Rebuilding efforts, openings/closings, etc.

A major crisis can hit at a moment's notice. If you plan ahead and have a team ready to take action, the club's crisis communication will run smoothly, be informative and will serve to help your members. During a crisis, maintaining consistent contact helps lessen the impact and stress of the situation.