

What to Do in the First 24 Hours

Crisis Management

Assess the Situation

1. Gather Key Information

- Identify the scope of the crisis (Who, What, Where, When, Why, How).
- Determine if anyone's safety or security is at immediate risk.



2. Assemble Your Crisis Response Team



- Include executive leadership, communications staff, legal counsel, and relevant stakeholders.
- Assign clear roles and responsibilities.

3. Evaluate Impact

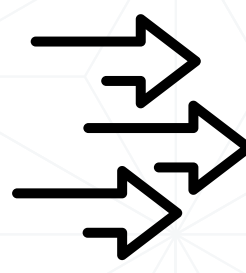
- Assess the potential damage to your organization's reputation, operations, and finances.
- Prioritize areas requiring immediate attention.



Contain and Mitigate

4. Take Immediate Action

- Implement measures to prevent escalation (e.g., pausing specific operations, securing sensitive data).
- Address any immediate harm or safety concerns.



5. Notify Key Stakeholders



- Inform your board, staff, and major donors about the situation.
- Use email or phone direct communication channels for updates. Remember an email is permanent. While we provide strategic guidance as consultants, certain situations may require legal expertise.

6. Consult Experts

- Engage with PR specialists, legal counsel, or crisis management consultants for advice. Remember, legal matters should always be addressed by qualified professionals.



Communicate Effectively

7. Draft an Initial Response

- Acknowledge the situation as honestly and transparently as possible.
- Avoid speculating or sharing unverified information.



8. Develop a Public Statement



- Create a short, empathetic message addressing the crisis, giving the basics your community needs to know.
- Share via social media and your website, ensuring consistency across platforms.
- Determine if you should put out a call for donations or support.

9. Monitor Reactions

- Track media coverage, social media chatter, and stakeholder responses.
- Adjust your strategy as needed.



Plan for Recovery

10. Begin Drafting Long-Term Solutions

- Set timelines for follow-up actions and reviews.
- Plan to address the root causes of the crisis.



11. Prepare to Update Your Community



- Commit to regular, transparent updates on the situation's resolution.
- Reassure stakeholders of your commitment to your mission.

12. Take Care of Your Team

- Thank staff, supporters and volunteers promptly for their time and resources.
- Ensure staff and volunteers are supported: emotionally, physically, and spiritually.

