

Crisis Planning Prompts and Topics

This worksheet lists the questions your planning team should ponder before creating a crisis plan for your association.

1. Prepare the Soil: examine your priorities and risk landscape

Currently, what are our top priorities, areas of focus or biggest priorities?

What are some of the most volatile or concerning external circumstances affecting our mission and success

2. Seed Ideas: Brainstorm Crisis Impacts

What possible **disruptions to people, facilities, or programs (impacts)** would make it impossible or highly difficult to achieve one or more of our top priorities?

Describe 3 crisis impacts: don't list broad issues such as "reputation" or "financial loss." A crisis impact might be "we no longer have a venue to hold our major fundraising event" or "the people who know how to run our top revenue-generating program are unavailable" or "we cannot deliver a program because we no longer have access to the information we need."

1.

2.

3.

3. Gather Resources: Identify existing resilience tools and capabilities

Brainstorm and list existing tools, resources and capabilities that will help your organization weather one or more of the crisis impacts listed in the prior section.

Crisis Plan Template

Use this two-page template to sketch out a crisis plan.

Crisis Team

Keep in mind that your crisis team should be small, and not involve everyone on the management team. Unless you experience a crisis that requires you to shut down all programs and services, you need leaders to continue managing those continuing programs while the crisis team manages the crisis.

Generally:

Crisis-Specific:

Crisis Messaging

Draft short messages that can be altered or added to which reflect what you know and what you're able to say when a crisis erupts. Start out with messaging you can write before the crisis is at hand; add the specifics of emerging situations in real time.

Draft Member Messaging

ABC Association has been dedicated to advancing professional development in our field for 75 years. We have never wavered in our commitment to deliver high-quality educational programs year-round. Last week we learned that [describe crisis situation briefly]. We have taken the following actions: [list action steps implemented]. We request your patience as we work through this difficult issue. Your membership and that of your peers has made our mission possible. We are committed to restoring all services as soon as we are confident we can do so safely.

Draft Board Alert

Draft Media Message

Draft Sponsor Messaging

Draft Staff Alert

Draft Vendor Alert

