

Communication Checklist for Organizational Fiscal Crisis

- Determine the severity of the crisis – Will services be curtailed? Staff laid off? Organization shut down?
- Gather crisis communication team
- Gather information
- Need outside help? (Legal or Communications)
- Inform staff
- Inform major donors
- Inform stakeholders
- Inform public
- Determine appropriate response platform(s) (press releases, interviews, press conference, social media)
- Craft message (Speak with One Voice)
- Monitor response, especially in social media
- Develop and communicate rebuilding strategy