

# Worksheet 1: Reactive Crisis Communications

Reactive Crisis Communications Worksheet for Leaders of Small Nonprofit Organizations

## Key Takeaways

- **Crises can happen at any time.** Funding cuts, policy changes, and negative press require an immediate, organized response.
  - **Leadership is crucial:** CEOs must be visible, calm, and communicate clearly.
  - **Preparation is not just a step; it's a lifeline:** Pre-approved messages and a designated crisis team save time and reduce chaos, giving you a sense of control in the face of uncertainty.
  - **Local media and partners amplify your voice:** Engaging local journalists, officials, and allies can make your response more effective.
  - **Personal stories matter more than you think:** Humanizing the impact of federal threats builds empathy and support, connecting you with your audience on a deeper level.
- 

## Reflection & Action Questions

### 1. Crisis Team

- Who is on your crisis response team?
- What roles and responsibilities does each member have?

### 2. Messaging

- What are the three most likely crises your organization could face?

- Draft a sample message to guide all our communications for one of these scenarios.

### **3. Local Media & Social Media**

- Which local media contacts do you have? Who else should you engage?
- What is your process for monitoring and responding on social media during a crisis?

### **4. Elected Officials & Allies**

- Who are your key contacts among local elected officials and allied organizations?
- How will you mobilize them quickly if needed?

### **5. Personalizing the Impact**

- List one staff, client, or community story you could share to illustrate your organization's value during a crisis.