

Worksheet 2: Proactive Crisis Communications

Proactive Crisis Communications Worksheet for Leaders of Small Nonprofit Organizations

Key Takeaways

- **Proactive planning builds resilience:** Anticipate threats and prepare before a crisis hits.
 - **Relationships matter:** Build trust with media, officials, and partners year-round.
 - **Empower your team:** Regular training and scenario planning prepare everyone to act.
 - **Advocacy is ongoing:** Coalitions and grassroots efforts amplify your voice.
 - Continuous improvement: Regularly review and update your plans.
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Reflection & Action Questions

1. Risk Assessment

- What are the top three risks your organization faces from federal policy changes?
- How prepared are you for each? (Red/Yellow/Green)

2. Crisis Communications Plan

- Do you have a written crisis communications plan? If not, what's missing?
- What “plug-and-play” messages or graphics do you need to create?

3. Relationship Building

- List three local media, elected officials, or partners you want to build stronger relationships with.
- What is one action you can take this month to engage them?

4. Team Training

- When was the last time your staff/board received crisis communications training?
- What training or drills should you schedule next?

5. Advocacy & Coalitions

- Which organizations or leaders could you partner with for a more significant advocacy impact?
- What is your next step to initiate or strengthen these alliances?