**Your Task: Internal / Supporters Audience**

Each “Crisis Response Working Group” is responsible for pulling together a **response strategy** and **communications materials** (including a holding statement, talking points, tough questions, and channels) to reach one set of our key audiences:

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**Key Facts**

* **Post on X about foundation and its giving, quoting ANTIFA**
* **Local news tagged and representatives (State Senator)**
* **Reposted a few times, but not viral yet**
* **Accuracy of funding sources and where the funding is going**
* **Antifa is a movement and not an organization that our foundation donates to**

**Holding Statement**

**(Internal Staff & Board) - We are aware of the post on X calling out our foundation and a local news outlet picking up the story. X is untrue; as a reminder our mission is…. And funding goes to Y. We are monitoring the issue. At this time, please don’t respond on social media. If you have questions or concerns, or if you are contacted by any media sources, please reach out to the Comms Director/team.**

**(Donors & Grantees) - We are aware of growing questions and concerns regarding the types of funding and awards our organization provides. We take these concerns seriously and remain committed to openness and accountability in our work. Our funding supports efforts that align with our mission, including X, Y, Z — and is directed toward initiatives that create lasting, positive impact.**

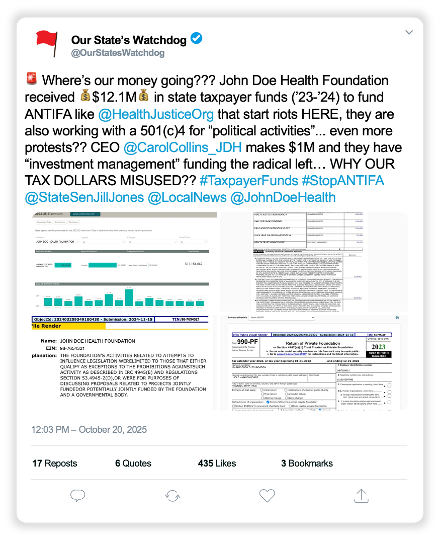
**Talking Points**

* **Aware of the harmful post shared on X and that it’s been picked up by local media**
* **Monitoring the issue**
* **Reminder about where our funding is going and the sources of it (being transparent)**
* **If you have concerns or questions about staff compensation, please loop in HR.**
* **Here’s how the CEO salary range compares to peer funders**
* **If anyone contacts you from the media about this, please loop in the Comms Director**

**Tough Questions**

* **Is the CEO’s salary $1M and how does it compare to other staff salaries?**

**The Scenario**Today is October 20, 2025

**A post on X targets your organization**  


**Small Group Questions**

* What do you think is your biggest vulnerability in this scenario?
* What information do you feel like you need to respond to the scenario?
* Who needs to be communicated with in this scenario?
* What do you think your next course of action should be?
* What’s the objective (i.e., the best possible outcome) of our response?
* How do we credibly respond to this situation?
* What information do we have to begin drafting our messages?
* What information do we ideally need to finalize our messages?
* Who do we need to collaborate or partner with?
* Have there been any other issues recently that could intensify the situation?

**Notes**