**Your Task: External 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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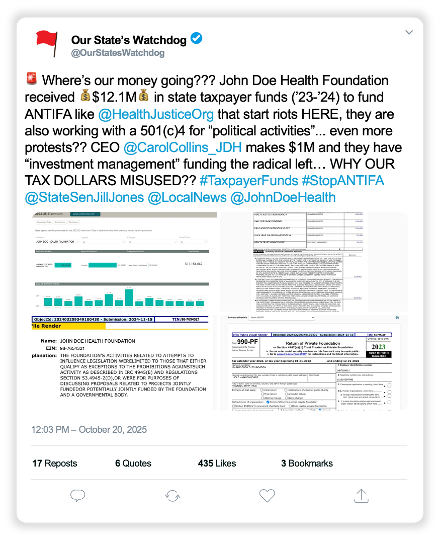
**Key Facts**

**Holding Statement**

**Talking Points**

**Tough Questions**

**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?
  + Tax status at risk
  + Partners or funders might take a step back
  + Loss of public trust?
  + Target for administrative action
  + Financial risks associated with the above
* Are there opportunities?
  + Opportunity for fundraising might increase after becoming a target
* What information do you feel like you need to respond to the scenario?
  + Mapping out accuracy
  + What is the relationship with Health Justice
  + Who is OSW? Who else is repeating this claim?
* Who needs to be communicated with in this scenario?
  + Donors
  + Board
  + Grantee partners
  + Peer organizations
  + GIH
* What do you think your next course of action should be?
  + Have prepared email/statement to donors, tiered approach based on giving history
  + Communicate with staff, any external team members, and the legal team
  + Prepare public facing statements for media
* What’s the objective (i.e., the best possible outcome) of our response?
  + Donors are satisfied,staff feel safe, and all audience feel confident in your org and its integrity. And now feel solidarity with you and want to continue their support.
* How do we credibly respond to this situation?
  + Prepared statement and outreach
  + Clearly state the facts
* What information do we have to begin drafting our messages?
  + Positive framing of who we are
  + Acknowledge accusation..”some local news outlets/social media…reassure there is no basis for this. Our mission is to…”
* What information do we ideally need to finalize our messages?
  + Review records to ensure no damaging relationship/image
  + Will need to make further decisions based on the information found
* Who do we need to collaborate or partner with?
* Have there been any other issues recently that could intensify the situation?

**Notes**