

Crisis Preparedness and Response on the Fly

How to Prepare Before a Crisis



STEP 1 Monitor threats to your organization.

- Set up Google Alerts
- Track social media mentions
- Consider using monitoring tools to track across multiple platforms



STEP 2 Identify a crisis response team.

- Identify who can be activated in case an issue arises—your Crisis Working Group



STEP 3 Plan and prepare crisis materials.

- Prepare key messages and talking points
- Consider your stakeholders
- Develop a press list
- Draft template communications materials

Where to Start During a Crisis



STEP 1 Identify a crisis and assess your risk.

- Determine whether an issue rises to the level of a crisis
- Use a risk assessment model to determine your level of risk (i.e., low, medium, or high)



STEP 2 Activate your crisis response team.

- Alert your Crisis Working Group members and convene the team
- REMEMBER: Reach out to GIH



STEP 3 Review and verify the key facts.

- Work with the Crisis Working Group, and subject matter experts as appropriate, to gather information
- Confirm if any information is confidential and/or should not be released



STEP 4 Coordinate your crisis response.

- Determine your response strategy
- Develop (and approve) your crisis communications materials
- Distribute your crisis communications materials



STEP 5 Monitor and reassess.

- Assign someone to monitor the situation and provide regular reports
- Periodically reassess if the level of risk to the organization has escalated or cooled

Template Crisis Communications Materials

Holding Statements

- “We are proud to have served our community for the last 25 years and are grateful to partner closely with many community organizations that share our mission of improving health for all. We look forward to continuing this important work.”
- “Eliminating health disparities – closing the gaps between the communities with the best health outcomes and those with the worst – is the foundation of healthy societies. That is why we target our investments in the communities with the most barriers to achieving health for all.”
- “We are working with [regional/state/federal] officials to conduct an investigation and will provide more information when it is available.”
- “While we cannot comment on specific personnel issues, we are committed to upholding the utmost standards of professionalism and fairness in our hiring practices.”

Key Messages and Talking Points

Key Message: We support our grantees who work to improve health for all.

Talking Points:

- In 2024, we issued grants to XX organizations and supported XX programs/community members. We estimate that our grants led to *[insert impact]*.
- Our partnership with *[organization]* has helped reduce the number of uninsured people in *[insert locality]* over the last decade.
- In response to the funding crisis affecting many community organizations due to reduced support from the Federal government, we have *[insert actions]*.

FAQs and Tough Questions

- *FAQ:* How do you make decisions about which organizations to support and at what levels?
- *Tough question:* During this difficult time for community organizations, why haven't you decided to increase your annual payout? How are you stepping up to support the community?

Internal (Employee / Board) Email or Letter

We are closely monitoring *[insert crisis/situation]*. In response, we are/intend to *[insert next steps, if known / internal response strategy]*. As a reminder, if you receive any external inquiries, whether from the media or from a grantee or member of the community, please send them to *[Comms lead]*, who is coordinating our responses. Above all, we remain committed to our vision of *[insert vision / mission / key message]*.

Letter / Newsletter to Grantees

At *[Funding Partner]*, we are closely monitoring *[insert crisis/situation]*. In response, we are/intend to *[insert next steps, if known / external response strategy]*. We are also here to support all our grantees as you continue your critical work to improve the health of our *[local / regional / state / national]* communities.

- *[Insert support details, if applicable]*

Now more than ever, we remain committed to our vision of *[insert vision / mission / key message]*.