



CRISIS READINESS SURVEY

We have identified potential crisis situations within our organization, and we have developed a communications strategy for responding to each.

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In the event of a crisis, we are prepared to quickly communicate with all our target audiences, including but not limited to, staff, volunteers, consumers, constituents, donors, shareholders, elected officials, media and the general public.

Y N

We have established a crisis team and a formal notification plan to key audiences.

Y N

We have secured domains reflecting or related to our organization's name (such as UPDATE @ NAME OF ORGANIZATION) to activate in the event of a crisis, as well as other potential communications tools like a designated web page for media use.

Y N

We have accounts with appropriate social media tools to use for crisis communications purposes as necessary.

Y N

Our management team and key board members/stakeholders/decision makers are familiar with the crisis communications plan

Y N

At any hour of the day, our crisis team knows how to contact each other.

Y N

Each member of our crisis team has a copy of the crisis communications plan at home and at the office.

Y N

If an incident occurs, we are confident the employee or volunteer on duty will know what to do to alert the crisis team.

Y N

Our plan defines our communications boundaries. We understand when we speak as an organization; we understand when other entities such as law enforcement, medical personnel, expert leaders, etc., are to speak on behalf of the situation, and we continually communicate among all parties during a crisis to ensure consistency and accuracy of information.

Y N

Our organization has established a formal communications policy on providing the media with full and accurate information in a timely manner.

Y N

We have a current media policy that specifies designated spokespersons and how employees should respond if questioned by media.

Y N

The spokesperson for our organization has received professional media training and is an integral part of our management team.

Y N

We have an ongoing communications effort in place to maintain a foundation of goodwill in our community BEFORE any crisis occurs.

Y N