When IT Hits the Fan: Everyone’s Role in Crisis Communications

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Kristin Romaine

Trainer,
Sanford Institute of Philanthropy
fund·raise

YOU’VE GOT A CAUSE.
LEARN HOW TO FUND IT.

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INSTITUTE of
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TODAY’S PRESENTER:

Jeff Stanger
Education Resources Manager
CFRE
AGENDA

1. Introduction
2. Scenario
3. Checklist
4. Turn a Crisis to Your Advantage
5. Social Media
6. Questions
1. Have a **Crisis Plan In Place (Before You Need It)**

2. Safety

3. **Analyze** and **Clarify** the Situation

4. Develop **Key Messages**

5. Communicate with **Internal Audiences**

6. Media Releases/Interviews

7. Donors/Partners/Other **Key Individuals**

8. Document **the Details**

9. **Ongoing** Communications

10. **Evaluate** and **Learn**
Does your organization have a **CRISIS PLAN** in place?

Yes, and I know what the plan is!

Yes, but I do not know what the plan is.

In progress

No

I’m not sure
The Interview
The Interview:
Do’s

• Make your point 3x
• Analogy
• Avoid jargon
• Remember: the mind filters out “Not”
• Rephrase the negative to a positive
• Correct if they got it wrong
• Ask to repeat if you don’t understand
• Assume all Mic’s are live
The Interview: Don’ts

• Speculate
• No comment
• Try to be funny
• Ask to approve the story
• Give “off the record info”
Interview Tips

• Research the reporter/media outlet

• Anticipate hard questions

• Ask about the story the reporter is telling

• Know the deadline

• Make Eye Contact

• Good Posture
Turn a Crisis In Your Favor

Verizon Wireless Music Center
Social Media & Forums

One sure fire method to end a negative thread

*without taking it down
Questions?

Please send them in the chat!
CONTACT

Jeff Stanger
Education Resources Manager
CFRE

learn@cfre.org
linkedin.com/in/jeffstanger/
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BUILDING PROGRAM CHAMPIONS IN HIGHER ED
February 4, 2020
10:30 a.m. – noon PST / 1:30 – 3:00 p.m. EST

Often schools or units will look to create a Board of Philanthropy Committee when they want to expand their philanthropic efforts.

- Learn about the champion model.
- Discover the role of a champion.
- Learn how to convert champions into influencers and donors.
DON’T MISS OUR NEXT WEBINAR!

Getting from “No” to “Yes”: Welcoming Objections & Gaining Commitment

January 15, 2020
11:00am – 12:00pm PST
2:00pm – 3:00pm EST

Register Today!
Thank you

TAKE YOUR CAUSE AND CREATE IMPACT.

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