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When *IT* Hits the Fan:

Everyone's Role in Crisis Communications

Wednesday, December 18, 2019

Moderator

Kristin Romaine

Trainer,
Sanford Institute of Philanthropy

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fund·raise

YOU'VE GOT A CAUSE.
LEARN HOW TO **FUND IT.**

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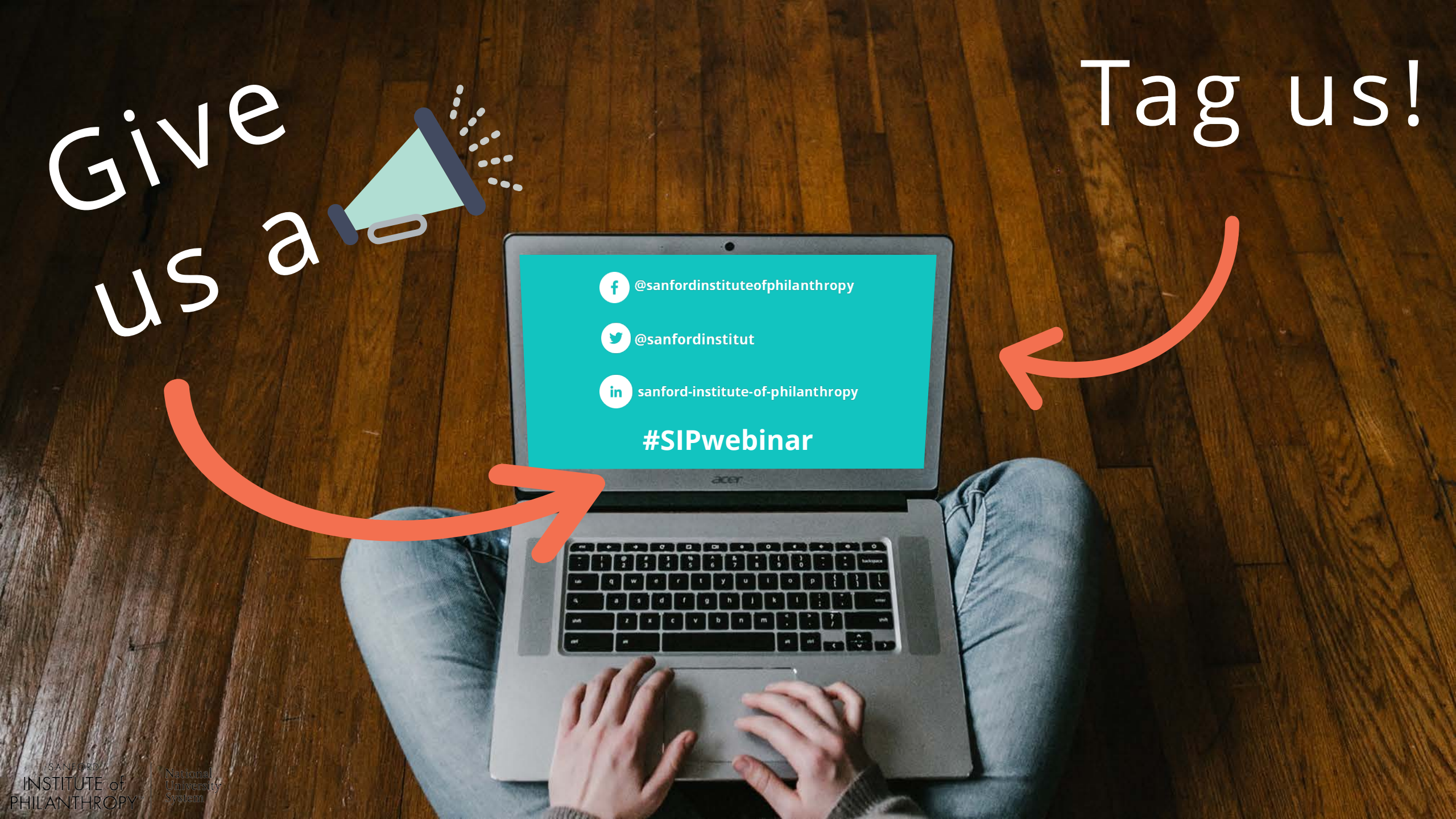
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TODAY'S PRESENTER:

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**

POLL

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

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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

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Social Media & Forums

One sure fire method to end a negative thread

**without taking it down*

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Questions?

Please send them in the chat!

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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!

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Thank you

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CREATE IMPACT.

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