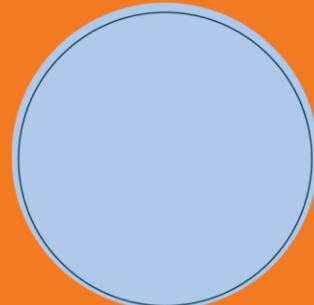


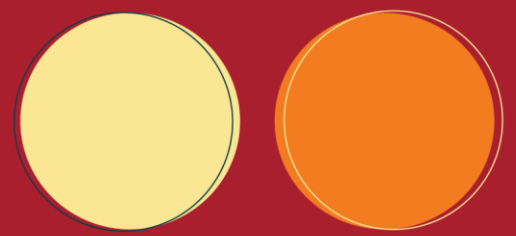
Plan Against Panic

Presented by: Kristen Grimm, *Founder and Strategist*

January 2024



Three Rules Guide Crisis Comms and Rapid Response



**Anticipate &
Think Ahead**

Play Out

**Follow the
Process**

Which is it?

Crisis Comms

VS.

Rapid Response

Which is it?

**Crisis
Comms**

The New York Times

8 Dead in Atlanta Spa Shootings, With Fears of Anti-Asian Bias

Published March 17, 2021 Updated March 26, 2021



Follow our [latest coverage of the Atlanta spa shootings](#).

**Rapid
Response**

Which is it?

**Crisis
Comms**

Federal authorities charge 47 with stealing \$250 million from food program for low- income children

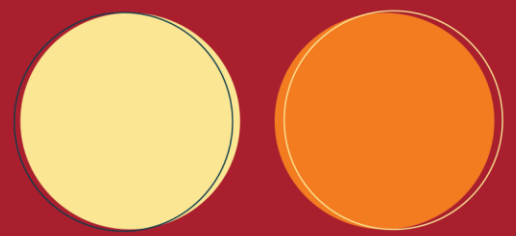
[Politics](#) Sep 20, 2022 3:43 PM EDT

MINNEAPOLIS (AP) — Federal authorities charged 47 people in Minnesota with conspiracy and other counts in what they said Tuesday was the largest fraud scheme yet to take advantage of the COVID-19 pandemic by stealing \$250 million from a federal program that provides meals to low-income children.

**Rapid
Response**

**How many of you
have a **crisis plan/
rapid response in
place today?****

Rapid Response



Related

Directly related to your mission

Directly related to your team (staff and board)

Directly related to your community

It's a gun rights group, and there is a shooting.

The team is directly impacted by the shooting.

The shooting is in your community.

Adjacent

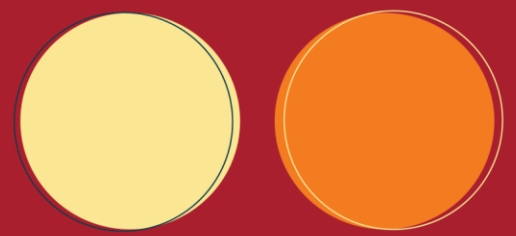
Allies ask you to weigh in (sign-on letter).

Other

Something bad happens in the world, like war.

Anticipate and Think Ahead

Rapid Response



What might happen and when, and why might you comment?

In advance, decide and announce what you will comment on.

Decide what you won't comment on and why but how you can still show empathy/solidarity.

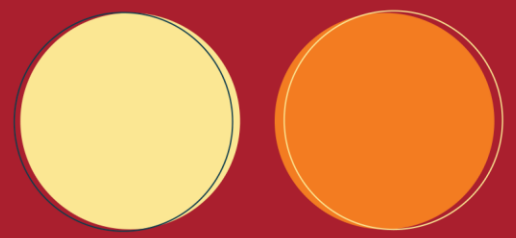
Be open to discussions about this.

Create a checklist to guide you in the heat of the moment.

Set a system for responding, including approvals, messages and lists.

Play It Out

Rapid Response



Whom to engage

Audiences

What to say

Messages

How

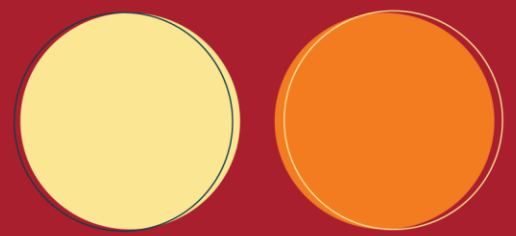
What formats and platforms

Review

For issues you will respond to, where are you ready and when do you need to get ready?

Follow the Process

Rapid Response



- 1 Use checklist to confirm decision.
- 2 Focus on priority audiences
- 3 Use the ready-made messages when possible
- 4 Confirm you have the systems in place to do what you want to do (approval, messages, lists, etc.)
- 5 Create feedback loops to know you are hitting the mark or need to course correct

Is this even a crisis?

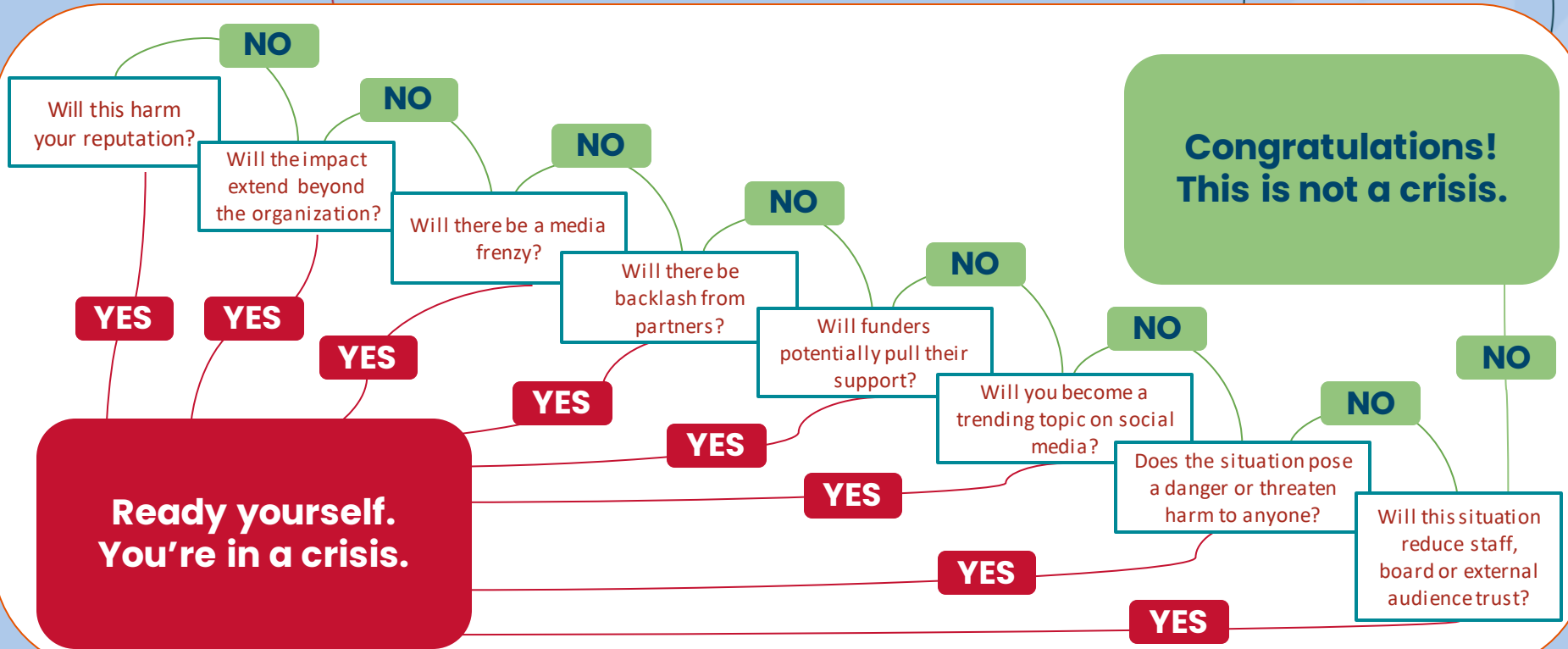




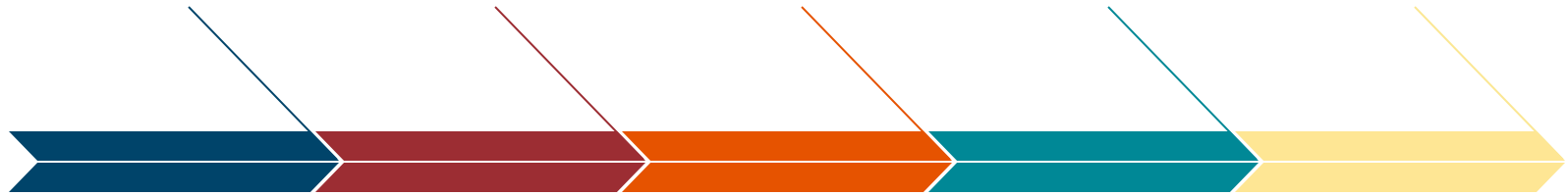
**You keep using
that word.**

Disney+

Is this a real crisis?



If yes...



Gather the facts.

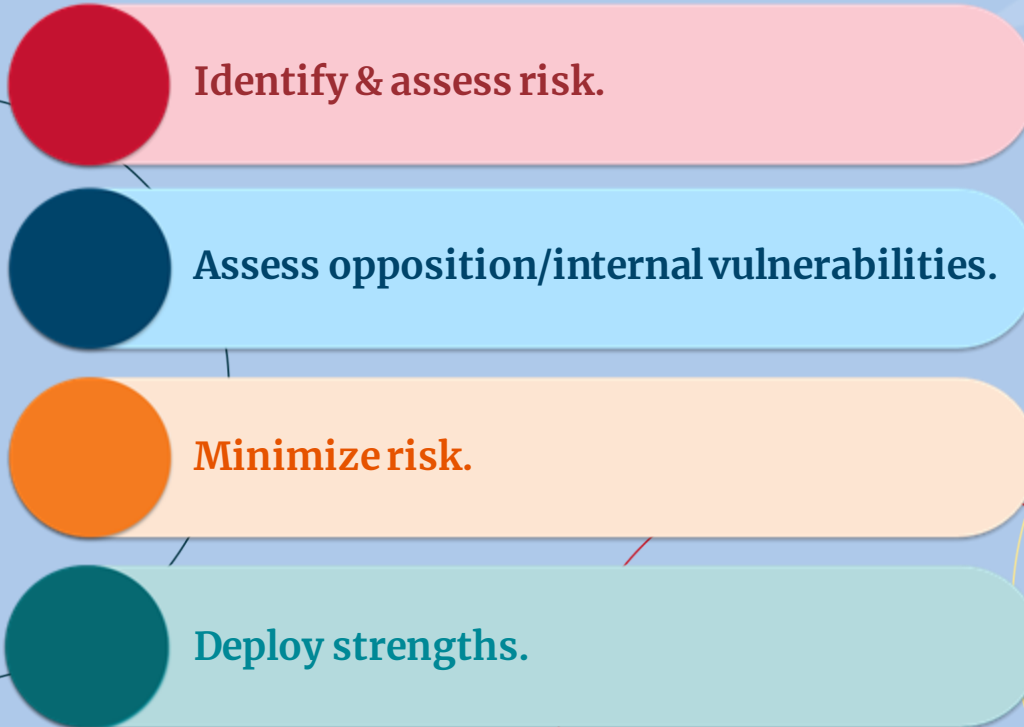
**Convene the
crisis team.**

**Review/tailor the
crisis plan.**

**Monitor
media/social
media.**

**Exercise caution on
internal/external
communications.**

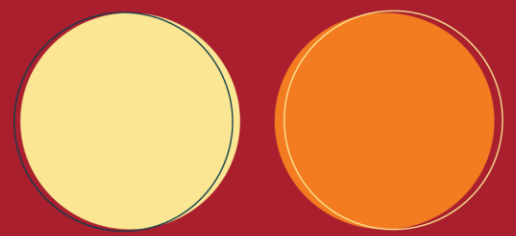
Four-step process to prepare



I. IDENTIFY & ASSESS RISK

How many of these are a “Yes”?

Identify + assess risk



Federal authorities charge 47 with stealing \$250 million from food program for low-income children

Politics Sep 28, 2022 3:43 PM EDT

MINNEAPOLIS (AP) — Federal authorities charged 47 people in Minnesota with conspiracy and other counts in what they said Tuesday was the largest fraud scheme yet to take advantage of the COVID-19 pandemic by stealing \$250 million from a federal program that provides meals to low-income children.

Does your organization/issue have strong opposition?

Is your issue popular or hot on the agenda?

Does your organization get frequent media attention?

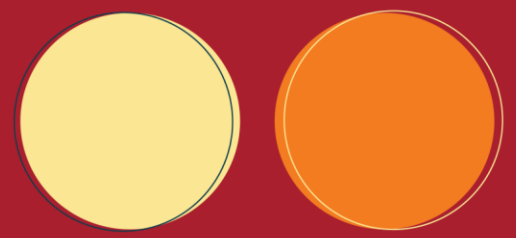
Are high-profile people affiliated with your organization?

Are you affiliated with organizations/communities frequently the target of harassment/disinformation?

Are you a large organization that doesn't have internal systems buttoned down?

Score: 0-2

Identify + assess risk

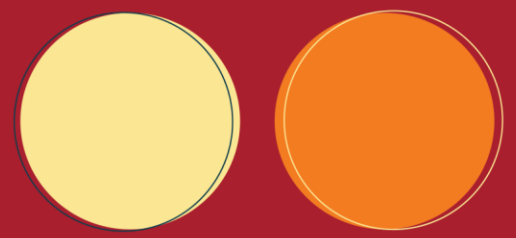


**Good thing you
have a plan.**

**But you probably
won't need to use it.**

Score: 3-4

Identify + assess risk

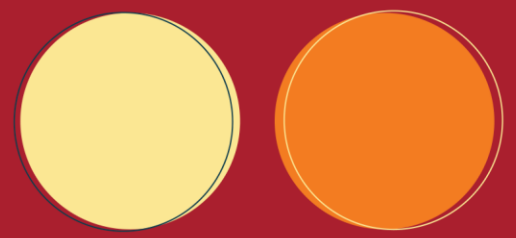


Watch out.

You're not ready for what might be coming your way.

Score: 5-6

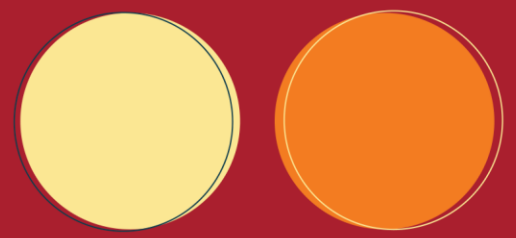
Identify + assess risk



Time to hustle.

It's already inside the house.

Identify + assess risk



Potential crisis	Risk factors	Rate it (1-6)
Food program fraud	Stakeholders are upset (legal consequences, media attention)	6

II. ASSESS OPPOSITION/ INTERNAL VULNERABILITIES

**How can we minimize
risk ahead of time and
set up for success?**

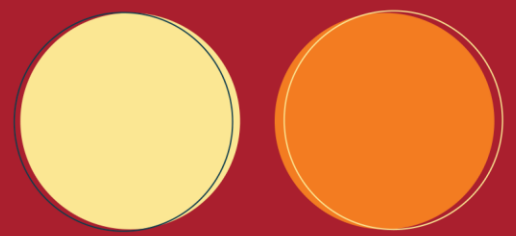
What **pre-work** can we do?

Assess opposition and vulnerabilities

- **Scan the opposition and third-party voices.**
 - Website, email, social media, comments in the press.
 - Set up Google Alerts and social media listening tools to monitor.
- **Assess the tools of well-funded and coordinated opposition so that you can plan how to counter it.**
- **Look out for ads, lawsuits, in-person harassment.**
- **Review the past to prepare for the future; develop a dossier.**
- **Ask internally: What are the current/potential challenges that are a risk to your brand? Are staff at risk?**
 - *Example: change in leadership, staff transition, mishandling of operations.*
 - *Example: staff morale, conflict among staff, distraction*
 - *Example: retention and recruitment*

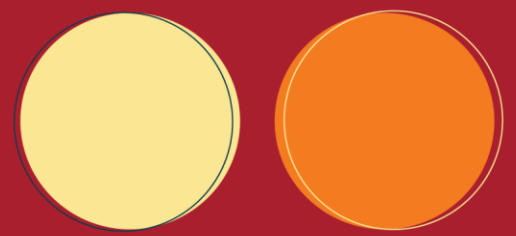
III. MINIMIZE RISK

III. Minimize risk



- **Do you work** on electoral, advocacy and/or politically charged issues?
- **Do you need** legal training to understand permissible activities and keep you legally/ethically sound?
- **Do you communicate** clearly with internal staff/board/volunteers/partners about what should/should not be shared publicly (e.g., financial statements, funding decisions, personnel issues)?

III. Minimize risk



THINGS YOU COULD DO	DON'T	DO
Have a knee-jerk reaction	X	
Assume a public fight is best	X	
Be afraid to apologize	X	
Repeat opposition messages	X	
Forget to thank those who supported you!	X	

Questions?





Thank you

For more information, check out spitfirestrategies.com

Get in touch at info@spitfirestrategies.com

