

Crisis Management Checklist

Step 1 – Pre-Crisis

Anticipate

- Hold brainstorming sessions to discuss potential crises that could affect your organization.
- Have a system(s) in place to quickly communicate with your stakeholders.
- Prepare an organizational statement.
- Take steps to ensure that your building is secure.
- Create a plan for an orderly evacuation of the facility if it becomes necessary.
- Complete background checks for all those working with your children.
- Develop plans to ensure the safety of your children.
- Make sure that more than one person has access to password driven sites.
- Create a contingency plan to ensure that there are backup leaders for all departments.
- Prepare descriptions for each leadership position so that the backup personnel will know what is required of them.
- Establish plans to handle a social media crisis.
- Secure all social media/website/other Internet accounts/church accounts.
- Establish a plan to review video/other posts before they are released on social media sites?

Create Crisis Team

- Designate and train a crisis management team (3-5 people).
- Communicate this information to your church leadership and the church at large.

Identify and Train a Spokesperson(s)

- Identify and train more than one person to be prepared and ready to respond
- Each crisis communication team should have people who are pre-screened and trained to be the lead and/or back up spokespersons

Establish a Notification System(s)

- Decide what mode(s) of communication you will use to reach your internal and external audiences quickly (phone, cell phone, social media, e-mail, text message, website, App, messaging systems, and more)
- Ensure that your communication system(s) are in place and in operation prior to any crisis

Establish Monitoring System(s)

- Decide what monitoring system(s) you need to be able to gather information
- Train individuals on the various platforms to be able to report on what they are seeing and hearing.

___ **Build Community Connections**

- ___ Build positive personal relationships in the community
- ___ Build positive partnerships

___ **Create Organizational Message Points**

- ___ Develop basic statements that can be used in a wide variety of situations

Step 2 – Crisis Event

- ___ Assess type of crisis
- ___ Get the facts
- ___ Determine the type(s) of audience you need to communicate with
- ___ Implement action steps
- ___ Keep records of the process through the crisis

Step 3 – Post-Crisis

- ___ Review and Debrief