

Crisis Management Worksheet

DATE: _____

What Happened?

- Gather the facts: who, what, when, where, why, how?
- Get contact information for those involved.

Determine the Type and Level of Crisis

- Internal or External

Convene a Crisis Communication Team

(Based on the appropriateness for the situation)

- Determine if you will need to alert the authorities, health officials, conference administrators, legal counsel, risk management, pastoral staff, counseling staff

Determine the Target Audience

- Who cares? How do we reach them?

Choose a Spokesperson

(Appropriate to the level of crisis and specific situation)

Situational Message Points

- What do we want known?

Create a Statement

- What do we want known?
- **News** (what you know for sure)
- **Assurance** (concern, control, cooperation)
- **Message Points** (what you want known)
- **Updates** (establish yourself as a key source)
