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Presented by Florida Philanthropic Network’s Communications Affinity Group and Center for Disaster Philanthropy

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Building Philanthropy to Build a Better Florida
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Welcome

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Questions & Conversation

Submit your questions in the Chat Box

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Disaster Philanthropy Playbook

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Communications Capacity

Rachel Calderon
Central Florida Foundation, Marketing & Communications Manager
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Co-chair FPN Communications Affinity Group
Media Relations & Positioning

Grace Maseda, APR
Helios Education Foundation, Marketing Communications Director
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Lessons Learned

“You’re in for the ride of your life.”

• Be flexible!
• Take an inventory of your team’s strengths and weaknesses
• Build your audience while you don’t need it
Spread your message

Where to start

• Social media moves fast in a crisis
• Website is your home base
• Construct press release or media statement
• Push out through social media and email communication
• Who are your partners and champions?
Taking care of you

Don’t lose yourself when caring for your community

• Who is there to help with home, pets, kids, etc?
• Allow yourself to feel
• Raise your hand for help
• Talk with your team
Crisis: Internal & External Communications

Crisis Trigger

Crisis Mgmt Team

Staff & Board

Response

Media, Partners, Stakeholders

Monitor & Evaluation

Debrief

Ongoing Communications Cycle
Ongoing Communications Cycle

- **Internal Team**
  - Spokesperson
  - Always start at the top?
  - Framework for comments

- **Vendors**
  - Can your vendors assist with the dissemination of information when you or your spokesperson are not available?
  - They DO NOT engage in the public space, they only push out information that aligns with public messaging.

- **Media**
  - Do you have media relations already established that can be leveraged in light of a crisis?
Ongoing Communications Cycle

Board
- How does the crisis impact organizational priorities?
- How does the crisis impact board members and their alignment to other organizations?
- Ensure BOD messaging is aligned to public statements.

Staff
- Internal messaging must always align with external messaging.
- Familiarity can lead to speculation. Never allow messaging to differ.
Ongoing Communications Cycle

- Identify key points of impact to your organization and audience.
- Establish talking points that address areas of organizational impact and engage with those EXCLUSIVELY.
- There is no room for speculation. Period.

- Given the nature of the crisis, what channel is the most appropriate for engagement? Broadcast? Social?
- Given the nature of the crisis, are a sub-set of your stakeholders more closely impacted than others? If so, establish frequency of briefings.
Ongoing Communications Cycle

Monitor & Evaluation

- What is the timing of your news cycle?
- Are you ahead of your message?
- Are any third parties intercepting your message?

Debrief

- What is your stakeholder’s perception of your organization post-crisis?
- Where did communication “silos” exist?
- What lessons in preparedness can be taken from this experience?
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