

Crisis/Emergency Communication Plan Worksheets

Use these worksheets to prepare to communicate in a crisis.

- 1. Verify Situation**
- 2. Conduct Notifications**
- 3. Give Assignments**
- 4. Prepare the Spokesperson**
- 5. Determine Target Audiences**
- 6. Determine Communication Objectives by Target Audience**
- 7. Develop Key Concepts/Messages**
- 8. Identify Communication Channels**
- 9. Develop Audience Materials**

You can use the form on page 10 to summarize your actual communication strategy. This form may help you explain to others (e.g., staff, board) the importance of planning and the specific steps for which you need to plan.

Crisis/Emergency Communication Plan

2. Conduct Notifications

Guidance:

As soon as a situation is verified, essential leadership, authorities, and partners must be notified.

- ❖ Who must be notified (internally, and externally)? Board, staff, partners?
- ❖ How should they be contacted and by whom?
- ❖ When should they be notified?

Notify Person/Group	Phone #	Email	Home Phone #	Address	Who responsible	When contacted

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3. Give Assignments

Guidance:

- ❖ Make clear assignments so people understand exactly what they have to do
- ❖ Make assignments based on people's strengths and roles
- ❖ For really critical assignments, assign back-ups

Spokesperson _____

Message Development _____

Staff Communication _____

Board Communication _____

Emergency Officials/Government Communication _____

Crisis/Emergency Communication Plan Summary

Use pages 4-10 to develop information for this summary.

Target Audience	Objective	Message	Channels	Who responsible/when	Materials needed
Internal					
Partners/Stakeholders					
Affected Public					
General Public					