

GOING THROUGH HELL? KEEP GOING.

Jodi Lytle Buckman, CAWA

Jim Tedford, CAWA

WHY ARE **WE** HERE?



BY THE END OF OUR SESSION

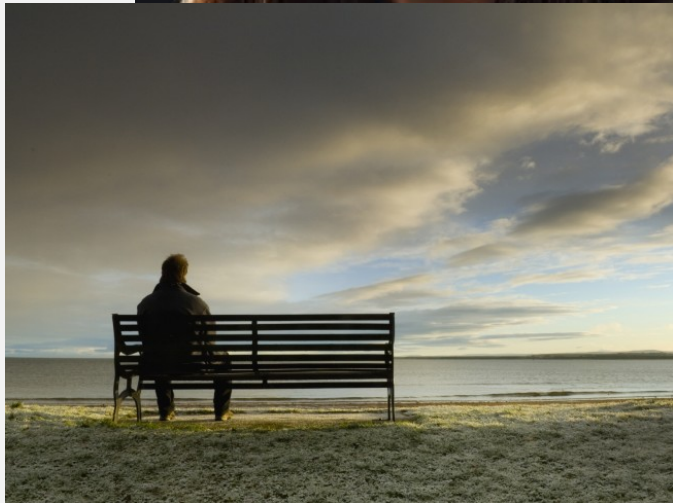
You will

- Identify areas of risk that could result in an unreasonable attack of your organization
- Consider how to prepare for, respond to and recover from an attack
- Choose one or two actions you will take when you return to work to better prepare your organization for such an event

AGENDA

- Why would anyone get upset?
- Preparation & Prevention
- Response
- Recovery
- Resources

WHY WOULD ANYONE GET UPSET?



Passion
Grief
Embarrassment
Ignorance
Mistakes
Anger



WHY WOULD ANYONE GET UPSET?

- Activity
- Take time to note reasons someone might get upset with your org
- Pair up, take a minute to share a reason or two with your neighbor

PREPARATION & PREVENTION

P&P: HOUSE IN ORDER



P&P: YOUR TEAM

Lawyer – for the organization

Lawyer – for you

Public Relations, including media training

Counselor/Therapist/EAP

P&P: SAFETY

At work

Local police

Is there an animal terrorism unit?

Threats by mail – federal crime

At home

Family

Local police

Off site location

P&P: CRISIS COMMUNICATIONS

Communications Audit
Crisis Communications Policy
Crisis Communications Plan

P&P: CRISIS COMMUNICATIONS

AUDIT

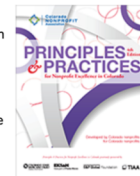
Colorado Nonprofit Association

- Principles and Practices for Nonprofit Excellence

Communications

Communications Principles

Communications strategies advance a nonprofit's mission, inspire its stakeholders, and increase its impact. A nonprofit must be proactive in its communications strategy to accomplish its goals. Effective communications practices help to ensure public trust in the organization and connect the organization to its stakeholders, inspiring action. Thoughtful planning and internal communication are important for positive relationships with employees and key volunteers. External communications strategies attract and retain stakeholders, raise public awareness, advance key mission-related concepts, and increase funding for the organization.



[Download P&P](#)

Principles & Practices Assessment

Find out if your organization is meeting best practices in **Communications**, based on [Principles & Practices for Nonprofit Excellence in Colorado](#).

[Complete the Assessment](#)

P&P: CRISIS COMMUNICATIONS

POLICY

- Reporting
- Chief and back-up spokesperson
- Who is in charge?
- Remain professional
- Never No Comment
- Personnel matters are confidential
- Responses are proactive, responsive
- Building public trust

P&P: CRISIS COMMUNICATIONS

PLAN

- Internal Pre-Preparation
- Safety
- Notification
- Crisis Communications Team
- Situational Assessment
- Developing Key Messages
- Staff Notification
- Board Notification
- Media Releases
- Partner & Key Group Notification
- Record Keeping
- Media/Message Evaluation
- Communication Updates
- Loose Ends
- Evaluate the Management of the Crisis
- Post Crisis Clean-up

RESPONSE

RESPONSE

Pick up the phone.



RESPONSE

Framing the issue

- When they go low, we go high. Focus on your mission and the long term need for your services in the community.
- Answer the question you want them to ask.
- Be factual. No comment is NEVER an answer.

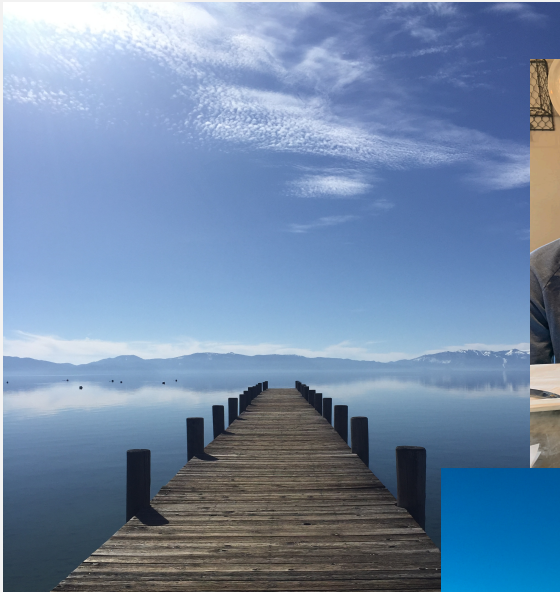
When do you respond?

- Trolling? Or statements that aren't true?

When to say when.

RECOVERY





RECOVERY: RESILIENCE

What is resilience?

The primary factor in resilience is having caring and supportive relationships.

- The capacity to make realistic plans and take steps to carry them out.
- A positive view of yourself and confidence in your strengths and abilities.
- Skills in communication and problem solving.
- The capacity to manage strong feelings and impulses.

RECOVERY: RESILIENCE

- **Make connections.**
- **Avoid seeing crises as insurmountable problems.**
- **Accept that change is a part of living.**
- **Move toward your goals.**
- **Take decisive actions.**
- **Look for opportunities for self-discovery.**
- **Nurture a positive view of yourself.**
- **Keep things in perspective.**
- **Maintain a hopeful outlook.**
- **Take care of yourself.**

RECOVERY: RESILIENCE

Learning from your past

Staying flexible

Finding help

RECOVERY: RESILIENCE

How do we strengthen it for individuals?

For teams?

RECOVERY: RESILIENCE

Hiring for resiliency

1. Describe the last time you got really stressed at work.
2. Describe a time when someone else put pressure on you.
3. What has been your greatest failure?
4. What's your biggest pet peeve at work?
5. How do you ensure your team don't get overwhelmed?

RECOVERY: RESILIENCE & LEADERSHIP

- You MUST model the behaviors
- You are a leader, not a hero

Leadership is an activity, not a position.

Leadership is mobilizing people to confront a difficult reality they would rather avoid.

WHAT WILL YOU ADD TO
TOMORROW'S TO DO LIST?

RESOURCES

RESOURCES

Shelter Operations

- The Association resources: <https://theaawa.org/page/Resources>
- The Association best practices: <https://theaawa.org/page/Bestpractice>
- ASV Guidelines: <https://www.sheltervet.org/assets/docs/shelter-standards-oct2011-forward.pdf>
- ASPCA Pro/ASV Guidelines Checklist: <https://www.aspcapro.org/checklist>

RESOURCES

Crisis Communications Plans

- Nonprofit template: <https://www.michiganfoundations.org/resources/crisis-communication-plan-nonprofit-toolkit>
- Principles and Practices for Nonprofit Excellence (in Colorado) communications assessment tool: <https://www.coloradononprofits.org/principles-practices-communications-assessment>

Board Resources

- BoardSource, www.boardsource.org

RESOURCES

Resilience

- Hiring for Resilience: <https://42hire.com/5-interview-questions-to-assess-resilience-b9914297f184> or <https://www.forbes.com/sites/raquelbaldelomar/2016/07/31/four-interview-questions-to-help-you-hire-people-with-grit/#474449f450d3>
- Building Personal Resilience at Work: <https://hbr.org/2016/06/627-building-resilience-ic-5-ways-to-build-your-personal-resilience-at-work>
- Building Personal Resilience: seek, and find a “guru” that suits you