



TEMPLATE: CRISIS ROAD MAP

#	What	Who
1	<p><u>Quick assessment</u> of the situation:</p> <ul style="list-style-type: none"> • Is it necessary to call the authorities (e.g. ambulance, police, consulates)? • Is it necessary to inform all staff asap? 	
2	<p>Assemble and notify a <u>crisis team</u></p> <ul style="list-style-type: none"> • A lead • Add.: management, operations, IT, communication etc. (depending on the crisis) • Choose and include a (primary and secondary) spokesperson if necessary 	
3	<p>Assemble and notify a <u>crisis communication team</u></p>	
4	<p><u>Information tracking</u>:</p> <ul style="list-style-type: none"> • Keep records of everything (e.g. conversations, decisions, details and media questions) • Set up additional monitoring (e.g. Google Alerts) 	
5	<p><u>Thorough assessment</u> of the situation:</p> <ul style="list-style-type: none"> • What are the facts? • What is the current situation? • Who is involved? • What is likely to happen in the future? 	
6	<p>List <u>relevant parties</u> (who need to be involved or informed), e.g. institutional and individual donors, networks, partners, media, general public, governments, legislators, staff.</p> <p>Order them (who needs to be informed first), e.g. staff before external parties, direct victims before general public.</p>	
7	<p>Make a <u>comms plan</u>, including:</p> <ul style="list-style-type: none"> • Key resources (e.g. white papers, factsheets etc.) • Actions needed (e.g. develop Q&A, develop script for spokesperson, develop key message, contact the press, phone availability at the office) 	

	<ul style="list-style-type: none"> • Comms channel(s) (e.g. social media, newsletter, website) • Who takes what task and by when. 	
8	<p><u>Execute</u> the comms plan.</p> <p>Considerations:</p> <ul style="list-style-type: none"> • Develop key messages. Also be clear on what will <u>not</u> be shared and stays confidential • Prepare spokesperson(s) with key messages and Q&A (including questions you hope will not be asked) • Give other staff a script for if they receive inquiries (refer to spokesperson) • Make and place notifications on website, social media, voicemail etc. • Make and distribute official press release. 	
13	<p><u>Monitor</u> responses and development of crisis as the situation progresses:</p> <ul style="list-style-type: none"> • Change/adjust strategies if necessary • Keep key audiences updated on current developments/situation. 	
14	<p><u>Evaluate</u> crisis (communications) management.</p> <p>Considerations:</p> <ul style="list-style-type: none"> • Tie up loose ends (update website, socials, voicemails etc.) • Recognize heroes • Review crisis communication • Assess media coverage • Discuss how to avoid this (type of) crisis in the future • File and update crisis communication plan 	