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**HOW TO CREATE A CRISIS MANAGEMENT PLAN**

COVID-19 showed many of us the importance of a Crisis Management Plan. Here are six simple steps to create a crisis management plan.

**ASSESS YOUR RISKS**

List all of the relevant threats and vulnerabilities that could impact your organization (events, sponsor revenue, membership revenue, grants)

Many organizations rely on the profit of events to generate revenue for their budget. What if that event is cancelled?

DETERMINE THE IMPACT TO YOUR ORGANIZATION

Analyzing the impact to your organization is a way to quantify the potential impact of a business-interruption crisis. Consider the following:

* Member dissatisfaction or attrition
* Cancelling events
* Cancelling programs

IDENTIFY CONTINGENCIES

Identify actions that will help your organization respond effectively to a crisis scenario. Think about steps you can take to resolve the impact(s) of the crisis.

* Your organization is smeared on social media for an incident that happened at an event
  + Your communications team issues statements across all social media, letter to the Editor of the paper(s)
  + Your team and your Board have been briefed on what to say
* A Stay at Home order is issued by the Governor and your members are unable to attend events
  + Virtual event contingencies
  + Budget implications
  + Alternative revenue streams

BUILD THE PLAN

Now that you have identified effective contingencies for each potential crisis, now it is time to build the plan

* Consider bringing in outside stakeholders, members, volunteer leaders, etc. to provide insight and alternate perspectives
* Keep in mind your bylaws and state laws as you build out your Crisis Management Plan

REVIEW THE PLAN WITH LEADERSHIP

It is important that your volunteer leaders and your paid team understand their role in a crisis. During a crisis, people require quick and easy access to relevant information.

* Where will you keep the Crisis Management Plan for easy reference is just as important as the Plan itself