

The 4-Part

# CRISIS MANAGEMENT

Checklist for Nonprofit Leaders



## 1. BUILD YOUR CRISIS TEAM

- ☐ Choose 3–5 key people who will lead during a crisis
- ☐ Define each person's role (internal, external, board, media, etc.)
- ☐ Save their contact info in a shared, accessible place
- ☐ Make sure your team is trained and ready

## 2. PREP YOUR COMMUNICATION TOOLS

- ☐ Write message templates in advance (staff, board, donors, public)
- ☐ Keep a contact list for key audiences (staff, board, top donors, vendors)
- ☐ Assign one spokesperson for external communication
- ☐ Store everything in a central folder

## 3. PLAN FOR REAL-LIFE SCENARIOS

- ☐ Identify your top 2–3 most likely crisis situations
- ☐ Write 3–5 action steps for each one
- ☐ Include who does what, when, and how
- ☐ Revisit these plans quarterly

## 4. RECOVERY & REBUILD

- ☐ Debrief with your team after the crisis
- ☐ Send follow-up updates to staff, board, and supporters
- ☐ Document lessons learned
- ☐ Use the experience to improve your plan

**Need Help ? Reach Out To Our Team at [info@owiginc.com](mailto:info@owiginc.com)**