

**HENRICO CASA PROGRAM
CRISIS MANAGEMENT PLAN**

Henrico CASA Crisis Management Plan

- **Media and public relations policy: Refer to the Henrico CASA Risk Management Plan Risk 3: Public Relations and Communication.**
- **Crisis communication action plan:**

Immediate Crisis Plan:

1. Determine the severity and scope of the crisis by gathering as many facts about the situation as possible.
2. Immediately inform the Executive Director who will in turn inform the President of the Henrico CASA Board of Directors and other relevant individuals/agencies, including relevant state and regional CASA agencies, and the National CASA Association within 24 hours and subject to confidentiality limitations.
3. The Executive Director will determine appropriate additional staff to make aware of the situation including consultation with legal counsel if warranted.
4. Determine a course of action to resolve the crisis situation.
5. Prepare a statement and key messages that are clear, concise and provide only confirmed facts. Create “key messages” about the situation and Henrico CASA’s role.
6. The Executive Director is the designated Henrico CASA spokesperson who will manage all communications both internally and externally.
7. Maintain contact with key collaterals throughout, as situation evolves, including relevant state and regional CASA agencies, and NCASA.
8. Update “key messages” as needed.
9. Regroup team and assess as crisis is resolved. Provide closure to all collaterals.

Potential Crisis Plan:

1. Determine what the issue is and create an action plan.
2. Inform the Executive Director of the situation who will in turn inform the President of Henrico CASA Board of Directors and other relevant individuals/agencies, including relevant state and regional CASA agencies, and NCASA if warranted.
3. The Executive Director will determine if additional CASA staff need to be informed of the situation or if legal counsel needs to be sought.
4. Determine a course of action to resolve the issue before it becomes a crisis.

Responding to the Media:

1. The Executive Director is the designated Henrico CASA spokesperson who will manage all communications with the media.
2. If time permits, research the reporter, newspaper, TV or radio station to determine the types of news coverage they generally provide.

3. Respond to media inquires when ready, but by their deadline. Questions do not need immediate responses in most instances. Ask what the reporter is looking for and find out what the deadline is. Call back once the relevant information has been gathered.
4. Answer questions with KNOWN facts. Respond with information that is pertinent, appropriate and factual.
5. Create key message to prepare for interviews.
6. In cases of reported misinformation, follow up with corrections.
7. Keep the President of the Henrico CASA Board of Directors aware of any media contacts.
8. Forward all media coverage to relevant collaterals, including relevant state and regional CASA agencies, and NCASA.

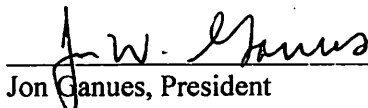
Potential crisis situations:

1. *Volunteer hurt while working on a case*
2. *Staff hurt while working*
3. *Child with an open CASA case hurt/dies*
4. *Executive Director leaving*
 - Refer to the Henrico CASA Executive Succession Plan Policy
5. *Volunteer or staff participating in illegal activity*
6. *Fire destroys CASA offices*
7. *CASA offices broken into*

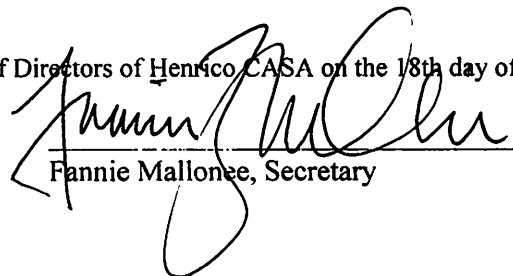
Attached:

- Henrico CASA Fact Sheet**
- Key Contact List**
- Media List**
- Media Contact Log**

This Crisis Management Plan was approved by the Board of Directors of Henrico CASA on the 18th day of July 2019.



Jon Ganues, President



Fannie Mallonee, Secretary