



Follow-Up on Questions We Didn't Get to During the Live Session:

First off, here's [the link to the recording of the webinar](#) we hosted recently on crisis communications planning.

Any advice to address prevention. Normally it is a negative word, but this is what our non-profit does everyday. How can we have a very positive message with prevention on it?

This is an excellent question.

One tactic I've found to be very useful when dealing with prevention is to focus first on the positive outcomes that come with preventing whatever it is you're trying to prevent.

If you're working on smoking prevention, for example:

We envision a future where more Americans can live healthier lives that aren't cut short by lung cancer and emphysema.

Our proven approach to smoking prevention is already making this vision a reality for thousands of adults ...

By focusing on an outcome that goes beyond the habit or situation you're creating a positive frame — and it can work no matter what you're trying to prevent.

Do you know of resources such as organizational or websites to help with emergency planning?

One that is especially useful for nonprofits and foundations is the Center for Disaster Philanthropy: <https://disasterphilanthropy.org/>

Here's a resource on crisis communications planning:

<https://www.park.edu/blog/how-to-develop-an-effective-crisis-communication-strategy/>

I am an individual development representative in a large non-profit. We have a marketing team that oversees widespread messaging. However, when it comes to one-off communication between myself and a donor, how do I avoid coming across as "tone deaf" to major local, national and global issues, while focusing on our mission.

One way to make sure you're meeting the donor where they are is to acknowledge that you and your organization are following the issue and then asking a question or two to get a sense of how they're thinking about it:

"I've been following that and would be curious to hear how you've been thinking about it."

You can also be direct and honest if it's a topic that you don't know much about:

"I haven't been following it closely, but I'd love to learn more and follow up with you about it."

Or ...

"I'd love to connect you with an expert from our team who can really give you some great context on this."

In any case, if it's an issue that's outside of your mission or your wheelhouse, find ways to carry the conversation into another venue where your organization can bring its expertise and voice to the issue in ways that align with your mission.

I believe while we need organizations to be more authentic and transparent, we also deal with performative authenticity. What are some of your identified big “performative authenticity” tells when it comes to language and communication? Thank you for an informative session!

I feel like this is less of an issue in the nonprofit world than it is among consumer brands, but there are a lot of cases where nonprofits try to inject their voices into causes and places that are not aligned with this mission — and their statements appear inauthentic.

We use several filters when we’re providing advice to organizations that are trying to decide when they should raise their voice on an issue. One is whether there’s a clear tie to their mission. Some others:

- Are there other organizations that are better qualified to speak on this issue?
- Would staying silent cause reputational risk?
- Do we have the receipts to back up our opinion or stance? In other words, would what we say appear out of alignment with our past actions or statements.