



Communicating in a Crisis:

Moving from crisis to action

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Hi!

Introduce yourself in the chat,
where in the country are you
& what's your organisation?

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We're communications and campaign strategists who work with activists early to create change. We support activists with strategy to turn a moment of noise into lasting change.

Many people only see one side of activism: the strikes, sit-ins, stunts. There's also a side that means managing press, shaping stories, and listening more than you talk. That's us. When activism and strategy work together, that's when real change takes hold. Change needs a chorus.

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Plan for our session

1. The moment we are in
2. Getting organised
3. Communicating with your team
4. Communicating with decision makers
5. Communicating with your supporters & asking for help

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*take a
deep breath*

**Overwhelm is normal
& it's ok**

The moment we are in

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The moment we are in

- A moment of whirlwind
- Lots of offers of help but not always helpful
- Overwhelm
- Too many urgent needs
- Fears about now and the future
- Huge demand at same time of huge uncertainty for staff & volunteers
- Lack of trust & disinformation

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Also:

- People want to help
- Rise of community
- A chance for a new normal
- We **ALL** need each other



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**Getting organised
in a moment of
chaos**

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Your priorities

Your charity objectives:

What is **most** relevant right now?

What do **your** service users need in this moment?

What do you **uniquely** do?

What can be put to one side for now?

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Your priorities

Choose 1 - 3 things to focus on.

Remember can pivot if you need to.

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**Understand where you
can uniquely & usefully
help.**

Resist 'saviour' mode.

**Communicating
with staff digitally**

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Communicating with staff in a crisis

Choose your channels

Then build trust through: ritual, rhythm & respect

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Channels



Whereby



zoom



Do people have the kit they need?

Do staff know how to use it?

Ask funders to support with kit

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Rituals, rhythm & respect:

1. **Rituals:** to build connection & community
2. **Rhythm:** routine matters
3. **Respect:** a time for new values & remembering staff needs in this moment

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Respect - setting boundaries

1. Agree ground rules - especially for whatsapp
2. Be clear on ways to ask for support
3. Control the incoming: out of office on

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Communicating with decision makers

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Contacting decision makers

1. **Clear ask** - need + urgency
2. **Join forces** - this is a time for partnership
3. **Find your people on the inside** - work *with* institutions
4. **Use influencers & amplifiers** - local MPs / Mayors / Councillors / national charities

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Coronavirus: homeless face race against time to self-isolate

Charities warn of ticking time bomb if rough sleepers succumb to Covid-19 in crammed shelters

CORONAVIRUS: HOMELESS SHOULD BE TREATED AS 'VULNERABLE GROUP' AMID PANDEMIC, SAY CHARITIES
Leading charities have urged the government to make extra provisions for the homeless during the coronavirus pandemic.

Chris Smith (@chasm112) · Mar 19
Portsmouth City Council: Ensure Portsmouth's Rough Sleepers and Homeless are Kept Safe During Coronavirus Outbreak - Sign the Petition!
chng.3/4_jWLa5z via @UKChange



Sign the Petition
Immediately Accommodate all of Portsmouth's Rough Sleepers due to Coronavirus Outbreak
@change.org



Tom Copley @tomcopley
City Hall is looking for an additional 50 room central London hotel which we can block book for 12 weeks to house rough sleepers showing symptoms of #covid19. We'd pay for rooms plus full deep clean at end of the period. If you can help pls let me know - Tom.copley@london.gov.uk

News & Health
London rough sleepers to be housed in hotels amid coronavirus crisis
Read live virus updates [here](#)
Coronavirus: [The Symptoms](#)
17 views · 12 comments



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Galvanising supporters & volunteers

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People want to help.
Tell people what you
need.

HELP FOODBANKS FEED PEOPLE DURING CORONAVIRUS



JACK MONROE is organising this fundraising appeal on behalf of The Trussell Trust. Donations eligible for Gift Aid.

£64,638 raised of £10,000 target

2.1K donors 7K shares 2.1K followers

Donate now

Share

535 people have just made a donation

Anonymous £50 - 24 minutes ago

Dani D'Arcy £25 - 27 minutes ago

Eileen Burke

Iconic Italian deli in Soho raises more than £11,000 to feed pasta to axed workers

Coronavirus: the symptoms
Follow our live coronavirus updates here
JACKIE JARVIS 3 hours ago · 2 comments



Hay Festival @hayfestival · 20h
Right now we are facing the biggest crisis of our 33-year history. We need your help. Please read this and support however you can. Grateful for RTs too. #help-hayFestival



#HELPHAYFESTIVAL organized by Christopher Bone
We are sorry to ask in this difficult time but we need your help. Hay Festival in Wales is cancelled... Christopher Bone needs your support for ...
gofundme.com



#helpinghands organized by Jo Jones And Sall Hughes
PLEASE JOIN (VIRTUAL) HANDS WITH US TO SUPPORT PEOPLE IN THE UK WHO CAN'T AFFORD TO KEEP THEMSELVES... Jo Jones And Sall Hughes ...
gofundme.com

PERIODS DON'T STOP DURING A PANDEMIC

Shop the "Bloody Awesome" collection and 50% of each order will be donated to the charity Bloody Good Period



@g_rocharnos

Getting the word out & cutting through the noise

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Asking for help

1. Set the scene
2. Outline the urgency & opportunity
3. Be tangible + specific about what you need
4. Show how their action will make a difference
5. Include the link

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Asking for help contd.

Set the scene:

- How have coronavirus affected your work?
- Are the people you work with at risk?
- Are you doing more in this moment to help?
- Is there more need?
- Have you lost funding?

Outline the urgency & opportunity:

- Who / what is at risk?
- What is the opportunity to make a difference?

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Asking for help contd.

Be tangible + specific about what you need:

- We need to raise £2,500 to...
- We need 10 volunteers with experience in XX
- We need local taxi drivers to help deliver goods
- We need 1000 signatures to take our petition to the council

Show how their action will make a difference:

- With X we can help X people
- With X we can run our services from home for 3 months

Include link:

- One link to take action

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Free food for Londoners in need from Lina Stores!

Lina Stores has been making fresh handmade pasta and Italian sauces in London since 1944.

Your support will help us provide emergency food kits consisting of freshly made pasta and sauces that will be given free to hospitality staff who have been made redundant during this public health crisis.

Food kits will each contain enough food to make 10 separate meals consisting of 2kg of pasta, plus 2kg of accompanying sauces and cheese.

We will be contacting our network directly of hospitality operators to help them identify members of their teams in need and will be arranging either pick up or delivery depending on the situation and government safety guidance.

The more money we raise the further we will be able to assist and will look at other groups who are in need.

100% of your donation will be spent on:

- Fresh ingredients to make the care packages - pasta, sauces, cheese
- Packaging
- Staff to produce and deliver the food

No funds will be used towards rent / rates / overheads or management of our kitchen.

We will be providing updates on our social media channels and website (linastores.co.uk) with how many people we have fed and how people have benefitted from these kits.

We want to look after London - the community that has been supporting us for over 75 years.



£21,383 raised of £30,000 target

382 donors 489 shares 382 followers

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Getting the message out there

- 1. Who is your audience?**
Funders, Supporters, General public
- 2. How you can reach them directly?**
Email, email email
Simple calls to action on social media
Other platforms with audiences/email lists
FB ads
- 3. Who can amplify?**
Funders/partners, Media, Local influencers

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Reaching the media

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4 stories the media are looking for right now

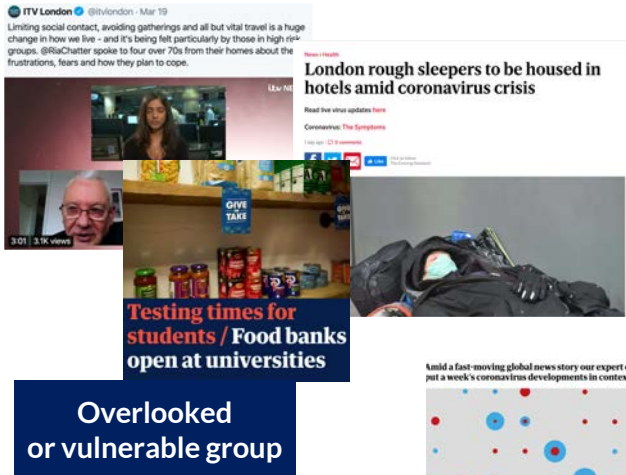
Overlooked
or vulnerable group

Community &
Hope

Data

Personal
Stories

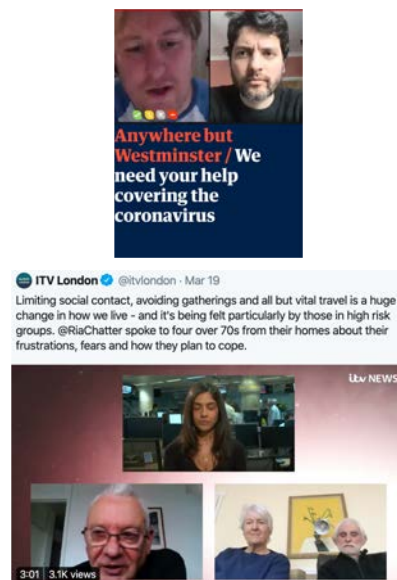
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Reaching out to journalists

1. Go local: Find journos on twitter or via newsdesk emails
2. Keep it simple: what, when, where, who & contact info
3. Don't write a press release!



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Hope matters

Report back good news & say thank you

Bloody Good Period. @bloodygood_
Periods don't stop in a pandemic, so here's some good news. Today we managed to get almost 1000 packs of pads out to the people that need them. A huge THANK YOU to Alix - our Operations and Volunteer Co-ordinator - for making this happen. You are such an ANGEL. 🙏



8:40 PM · Mar 19, 2020 · LaterMedia

Bloody Good Period. @bloodygood_ · Mar 17
Sending love to you MEGA babes at this strangest of times. We can still find ways of helping and connecting. We are building up our Pad Fund, so we can use £££ to keep sending pads to those who need it throughout this crisis. Please donate, if you can: bloodygoodperiod.com/donate/



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This is a movement moment

Checklist

1. Reset priorities: where you can uniquely & usefully help
2. Connect on the right channels with strong boundaries
3. Work *with* decision makers if you can
4. Ask for help, clearly & directly
5. Reach out to your supporters: & don't forget email!
6. Focus on local media
7. Keep hope & share any good news

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take a deep breath

What are we doing as a funder to help you?



More details in our grantee newsletter on Thursday.

We are:

- Making our funding even more flexible – see details: <https://www.lloydsbankfoundation.org.uk/about-us/coronavirus>
- Increasing our Enhance support and developing a specialist Coronavirus set of offers including:
 - Developing extra tech support
 - Specialist resiliency and coaching
 - Financial management during a crisis
 - HR guidance
 - Peer to peer brokering

What are we doing to help you ctd...?



- Monitoring charity needs and amending our offer as the situation develops
- Partnering with the sector and infrastructure bodies to lobby government for a better deal for charities e.g. #EveryDayCounts campaign
- Writing to MPs and helping charities get regional press
- Developing a series of webinars and support that work for you
- Working to understand what else you need now

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 @lloydsbankfoundation

 @LBFEW

Understanding your priorities:



Please indicate by completing the poll which of these forms of support you would find helpful (please select as many as apply)

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Accessing influencing & comms support:



NEW: Daily bookable calls with our Influencing Officer Lydia Rye

Email or book via: [Calendly.com/Lrye](https://calendly.com/Lrye)

For help with:

- Getting organised - An experienced organiser with crisis management experience
- Developing your internal and external crisis comms plans
- Engaging with decision makers
- Tying into local and national coordination efforts & coalition building
- Media support and contacts
- Building your online networks and organising supporters and volunteers
- Accessing short term influencing support small grants


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 @LBFEW

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Any Questions?

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 @LBFEW

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Contact Us:

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Lydia Rye – Influencing Support Lloyds Bank Foundation

Book a call: [Calendly.com/Lrye](https://calendly.com/Lrye)

Email: Lrye@lloydsbankfoundation.org.uk

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