

A COMMUNICATION CHECKLIST: PREPARING FOR DISASTER

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MONEY

1. Is your giving portal set up? Has it been tested? Can you improve your giving portal?
2. Grab the previous disaster donor list and prepare an email to all of them — “you gave one before, will you give again?” Remember, if you don’t ask, they won’t respond.

SOCIAL

3. Create a :10 Facebook video ad that you will populate everywhere.
4. Create a targeted Facebook ad set in key demos outside of your region. For me, that includes Dallas, Houston, Nashville, Atlanta and the Florida Panhandle - begin pummeling them with ads.
5. Have a slew of graphics/photos/brief videos ready for deployment via Hootsuite, Sprout, etc.
6. Remember the simple, often overlooked things:
 - **Boost Posts:** Most especially, you will want to boost posts to your audience and the demos you created above. *Do not rely on organic sharing.*
 - **Page Awareness Campaign:** Again, this is often overlooked. Create and deploy a page awareness campaign to grab new followers, but make sure it’s related to the disaster. You need new followers!
7. What does your web site say when you first land on it? If it’s not disaster related, change it.

EXTERNAL AUDIENCE

8. You will need to get on the ground quickly for video and photographs - b-roll and photos will help you as you begin promoting. Remember - **People move people** so include **people** in your photographs.
9. Make sure your local media outlets know how to reach you - offer up a story within the first 48 hours, but remember most media outlets could care less about you in the midst of a disaster. However, their list of stories will dry up quickly - so stick with it.
10. Folks will INSTANTLY want to know how to help - you should know this already. From ERT to flood buckets, you should have the process ironed out and ready for instant publication.



Remember - you’re not the news. Your job is to share how your Conference/Church will be a beacon of HOPE and will be offering HELP. When you use words like “chaos” and “out of control” you are only adding to the out of control chaos. Stay calm and stay hopeful.