



Crisis Communication Plan

Habitat for Humanity
Established: May 2020

Habitat for Humanity Crisis Plan
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Introduction

Habitat for Humanity's goal is to effectively keep a safe, prepared and healthy environment for Habitat's staff, employees and customers in the event of a crisis. The objective of this crisis plan is to mitigate the crisis, take precautionary actions to benefit all who are associated with our organization, as well as maintain a reputation of faith and honorability. This plan will include a first action plan that will cover the beginning steps to address any crisis that were to happen and affect the organizations. As well as address specific crises and how the crisis teams plan to respond to them.

Habitat for Humanity Milledgeville has created a crisis plan to provide the necessary procedures for employees and volunteers to be able to perform emergency planning and response. The three crises Habitat will specifically focus on includes: Loss of Key Employee, Natural Disaster, and a Pandemic. Loss of Key Employee includes an employee getting fired, leaving the organization or a sudden death. The Natural Disaster plan would be implemented in the event of a flood, hurricane, tornado or any other natural disaster. Lasly, the Pandemic section will cover a plan for an instance when an infectious disease spreads over a large region or worldwide. This plan will allow Habitat for Humanity Milledgeville to perform necessary functions to ensure the safety of employees, volunteers and customers, as well as the continuity of all essential services to Habitat's customers.

Acknowledgement Form

Habitat for Humanity will provide a copy of the plan to the following groups:

- Baldwin County Emergency Management Agency
- All Habitat for Humanity (Milledgeville) current board members

“I have read and understand Habitat’s Crisis and Communication plan and understand my Responsibility”

Executive Director Date

President of the Board Date

Vice President of the Board Date

Baldwin County Emergency Management Director Date

Board Member Date

Board Member Date

Board Member Date

Board Member Date

Board Member Date

Board Member Date

Board Member Date

Board Member Date

Rehearsal Date Page

Loss of Key Employees

To effectively prepare for a crisis, all staff members should periodically rehearse responding to various hypothetical incidents before a crisis occurs. This plan proposes that all staff rehearsal takes place every six months in board meetings of every January and July. Below is a chart for recording basic information about each crisis rehearsal. These rehearsals should occur on the third Thursday of the following months.

Date	Attendees	Scenario	Notes
January 21, 2021			
May 20, 2021			
January 20, 2022			
May 19, 2022			

- Rehearsal Notes
 - **The following form should be used to record any important information and lessons learned to result from crisis response rehearsals that Habitat for Humanity undertakes.**

Date: _____

List of Attendees: _____

Rehearsal Title: _____

Brief Description of Scenario:

Key Activities:

Key Takeaways/ Information gathered:

Suggestions/ Other Notes:

Natural Disaster

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Rehearsal Title: _____

Brief Description of Scenario:

Key Activities:

Key Takeaways/ Information gathered:

Suggestions/ Other Notes:

Pandemic

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List of Attendees: _____

Rehearsal Title: _____

Brief Description of Scenario:

Key Activities:

Key Takeaways/ Information gathered:

Suggestions/ Other Notes:

First- Action Page

Loss of Key Employees

Overview of crisis management steps:

- **Safety:** Ensure the safety of all staff on site. Call First Responders if needed
- **Notification:** Notify the president & executive director immediately
- **Crisis Communication Team:** Key staff members, and the board, if needed, will review the crisis situation and to strategically manage the communications around the issue. In some cases, a larger Crisis Management Team may be needed to handle the situation(s).

In a crisis, staff members should assess the situation and decide if First Responders should be contacted. If First Responders are contacted, follow them in the order that fits best for the situation. The president of Habitat for Humanity is responsible for contacting first responders. If the president is not available to contact authorities, the vice president is responsible for contacting authorities, so on and so forth.

In the event of a crisis, First Responders should be contacted in this order:

Milledgeville Police Department	478-414-4000
EMS	478-4572116
Fire Department	478-4144033

Staff members should be contacted in the following order:

** Refer to the Crisis Management Team Page for contact information.

Contact Name	How to Reach Contact
Executive Director: Murali Thirumal	Cell Number: 478-457-6660 Office Number: 478-453-9617 Email: muralidthirumal@gmail.com
President: Rev. Janet Cavin	Email: baldwinfamilyconnection@gmail.com
Vice President: Dr. Kristin English	Email: kenglish7@gmail.com
Treasurer: Stephen Houser	Email: shouser@twinlakeslibrarysystem.org
Secretary: Dr. Doris Moody	Email: doriscmoody@bellsouth.net

Crisis Management Team

- a. A Crisis Management Team exists within Habitat for Humanity Milledgeville. The role of the Crisis Management Team is to provide guidance on the development and aid in execution of Habitat for Humanity Milledgeville's emergency plans and procedures. The Crisis Management Team is tasked with testing the Crisis Management Plan prior to a crisis, and implementing the Crisis Management Plan during a crisis. This team consists of Habitat MBC's Executive Director and members of the board. In an effort to encompass different aspects of Habitat's needs and potential crises, the Crisis Management Team is composed of a range of different members. The Crisis Management Team meets as needed.
- b. Crisis Management Team Members and Contact Information:
 - i. Executive Director, Murali Thirual; 478-457-6660, muralidthirumal@gmail.com
 - ii. President, Rev. Janet Cavin; baldwinfamilyconnection@gmail.com
 - iii. Vice President, Dr. Kristin English; kenglish7@gmail.com
 - iv. Secretary, Dr. Doris Moody; doriscmoody@bellsouth.net
 - v. Treasurer, Stephen Houser; shouser@twinlakeslibrarysystem.org
 - vi. Director, Stephanie Caldwell; stephanie.caldwell@yahoo.com
 - vii. Director, Amy Raburn; amy@northridge.online

Crisis Risk Assessment:

Loss of Key Employee

1. In the event of an emergency, refer to the **First-Action Loss of Key Employee Page**.
 - a. Ensure the safety of all staff on site. Call First Responders if needed.
 - b. Notify the President & Executive Director immediately.
 - c. As soon as practical and necessary, the board members and key staff will be contacted. If necessary, a phone tree should be used to contact the board members and key staff members.
 - d. Key staff members, and the board, if needed, will review the crisis situation and to strategically manage the communications around the issue. In some cases, the Crisis Management Team may be needed to handle the situation.

2. In the event of a death of a key employee:
 - a. Notify the President & Executive Director immediately.
 - b. As soon as practical, the board members and key staff will be contacted. If necessary, a phone tree should be used to contact the board members and key staff members.
 - c. Key staff members, and the board, if needed, will review the crisis situation and to strategically manage the communications around the issue. In some cases, the Crisis Management Team may be needed to handle the situation.
 - d. All communication around the issue will be discussed with the Crisis Management Team.
 - e. The Executive Director & President will communicate with the board in regard to the replacement of said employee.

3. In the event of a key employee quitting:
 - a. Notify the Executive Director as soon as practical.
 - b. The Executive Director will notify the board, if needed.
 - c. As soon as practical, the Executive Director and the board will discuss the replacement of said employee.

NATURAL DISASTERS

In the event of a natural disaster causing harm or damages to the organization's buildings, construction sites, and/or personnel, Habitat for Humanity Milledgeville will follow the steps included with this policy. In the midst of inclement weather, the Habitat for Humanity Milledgeville supervisor(s) must be alert and ready to give orders to those working on construction sites, home office, etc.

SEVERE WEATHER (Tornado/Severe Thunderstorms)

I. DEFINITIONS

A. Watch

1. A forecast issued well in advance of a severe weather event to alert the public of the possibility of a particular hazard, such as tornadoes, severe thunderstorms, flash and river floods, winter storms, and heavy snows.
2. Issued when conditions are possible within 24 to 36 hours.

B. Warning

1. A forecast issued when severe weather has developed, is already occurring and reported, or is detected on radar. Warnings state a particular hazard or imminent danger as tornadoes, severe thunderstorms, flash and river floods, winter storms, heavy snows, etc.

II. TORNADO

A. If a tornado **watch** is issued:

1. Be prepared to take action if the conditions worsen. Work may be continued, however, have a safety plan in mind and be ready to act on it. Stay on high alert for the possibility of a warning being issued. If you are not near a severe weather shelter, locate the safest location in your area.

B. If a tornado **warning** is issued:

1. Immediately find shelter. Seek shelter on lowest level of your building or in designated weather safe areas. Move to interior hallways or interior rooms. Stay away from windows, doors, and large rooms such as that of an auditorium, gymnasium, etc.
2. If you are outdoors, lie in a ditch or a low-lying area. If near a building with no time to get indoors, crouch next to a wall with your head covered.
3. If there is damage to property and/or you need assistance that requires immediate attention, call emergency services at **911**.
 - i. If there is damage to property that does not require immediate attention, call Murali Thirumal at **478-457-6660**.

III. SEVERE THUNDERSTORM

- ##### A. Pay attention to weather conditions and alerts from the National Weather Service, and have an action plan ready to be implemented should conditions worsen. If you are on a construction site, develop a safe location for you and others to retreat to should you get caught in a storm.

B. If you are in a stable, finished building:

1. Seek shelter immediately on the lowest level of your building. Move to interior hallways or interior rooms. Avoid windows, doors, and large rooms such as gymnasiums, auditoriums, etc.
2. Remain in sheltering until an all clear is given.

C. If you are working on a construction site or outdoors:

1. Seek shelter immediately. If the building under construction will not provide sufficient protection, plan ahead and look for the nearest shelter.
2. If there is no building around to retreat to, take cover in a vehicle. If the situation seems safe enough to drive, retreat to a secure building and take shelter there.
3. Remain in sheltering until an all clear is given.

D. If there is damage to property and/or you need assistance that requires immediate attention, call emergency services at **911**.

E. If there is damage to Habitat for Humanity property that does not require immediate attention, call Murali Thirumal at **478-457-6660**.

IV. EARTHQUAKE

A. If indoors:

1. Seek refuge in a doorway or under a desk or table.
2. Stay away from windows, shelves, and heavy equipment.
3. Once the shaking has stopped, evacuate the building using the nearest, safest exit.
4. Once you are outside, move to an area designated as your building assembly area or as instructed by Public Safety or supervisor of location.

B. If outdoors:

1. Move away quickly from buildings, utility poles, and other structures.

C. If in an automobile:

1. Stop in the safest place available, away from powerlines, trees, and structures. Stop as quickly as safety allows.
2. Remain in your vehicle until shaking stops.

D. Be alert for the possibility of aftershocks and/or damage to dangerous materials such as broken glass, gas leaks, etc.

E. If there is damage to property and/or you need assistance that requires immediate attention, call emergency services at **911**.

F. If there is damage to Habitat for Humanity property that does not require immediate attention, call Murali Thirumal at **478-457-6660**.

PANDEMIC

Although rare, pandemics can cause damages to human health, financial stability, and workflow within an organization. To prepare for the most severe health scenario that could affect Habitat for Humanity Milledgeville- that of a highly infectious and potentially fatal virus entering the United States- the plan created includes as a possible alternative, that the organization may need to suspend in-person meetings, projects, and construction for an estimated number of weeks or months until the transmission rate of the virus has begun to subside. However, there are various steps that should be taken in line with each phase that the World Health Organization deems accurate to the virus situation at hand.

PHASES

These are the official phases of the World Health Organization's pandemic phases:

- Phase 1- Virus not posing a significant risk to humans
- Phase 2- New virus poses risk of animal-to-human transmission
- Phase 3- Sporadic outbreaks in people but no sustained community level human-to-human infection
- Phase 4- Community-level human-to-human outbreaks, significant increase of risk of pandemic
- Phase 5- Human-to-human outbreaks in two or more countries in one region, large localized clusters of people infected
- Phase 6- Human-to-human outbreaks across multiple countries, pandemic is officially declared.

As information is released about the phase level of the virus from the World Health Organization, the United States Government may issue preventative measures depending on the severity of the situation. This includes self-distancing and shelter in place.

IN THE CASE OF RISING CONCERNS FOR VIRUS

- Continue work as normal.
- Promote workplace hygiene including washing of hands, use of hand sanitizer, explanation of virus symptoms, etc.
- Enforce at Habitat for Humanity Milledgeville home office and at construction sites.
- Plan ahead for possible self-distancing and shelter-in-place.
 - Research virtual meeting software.
 - Have a meeting with the team on the plan of action for continuing business through potential pandemic explaining meeting software, expectations of employees, etc.

IN THE CASE OF SELF DISTANCING

- Meetings for relevant employees will not meet in person and will be moved to online only.

- Construction sites will remain active as long as within government orders.

IN THE CASE OF SHELTER-IN-PLACE

- Meetings will continue to be virtual across organization staff.
- Construction sites will no longer be active.
 - **Immediate concern after shelter in place is announced is taking the necessary preparations for construction sites to be put on halt.**
 - It is up to the **executive director** to make the final decisions of these preparations.
- Maintain contact with employees.

Incident Report Sheet

This will document any event that may or may not have caused an injury or harm to a person or to a company's assets. It should be filled out in case of injury, accidents, property and equipment damage, health and safety issues, security issues, and workplace misconduct regardless of the incident was major or minor. It should be filled out as close to the time of the incident as possible. This can be used to investigate an event and will be kept for future use.



Incident Report Sheet

INCIDENT INFORMATION:	
Contact Person:	Email:
Phone:	
Date of Incident:	Time of Incident:
Location of Incident:	
Authority Notified, if any:	
Full Description of What Happened:	

INJURED PARTY:		
Name:	Email:	Phone:
Complete Address:	circle Male Female	
Description of Injury:		
On Site Treatment:		

PROPERTY DAMAGE:	
Description of Property:	
VIN or serial #:	Lic. Plate #:
Owner Name:	Email:
Owner Address:	
Description of Damages:	

WITNESS:	
Name:	Email:
Complete Address:	
Name:	Email:
Complete Address:	

Signed _____ Date of Report _____

Crisis Management Team Communication Strategy Worksheet

This worksheet serves to remind the Crisis Management Team to remain strategic in the event of a crisis. Each stakeholder should be addressed in a different manner, using different strategies and tactics that are appropriate for the message. This worksheet should be filled out once a year by the Crisis Management Team.

Crisis Type	Key Stake-Holders Contacted	Message Conveyed	Message Goal	Strategy	Tactics	Initial

Stakeholder Contact Worksheet

The Stakeholder Communication Plan should be used by the Crisis Management Team as a template of which stakeholders to contact during each crisis. Each stakeholder should be addressed in a different manner, using different strategies and tactics that are appropriate for the message. Post this communication plan where it can be easily reached by stakeholders and employees of Habitat. This worksheet should be updated according to the rehearsal date pages.



STAKEHOLDER COMMUNICATION PLAN

STAKEHOLDER	POWER	INTEREST	VEHICLE	FREQUENCY	COMMENTS
Employee					
Customer					
Partners					
Media Outlets					
Government					
Public					

Business Continuity Plan

The Business Continuity Plan should be used by the Crisis Management Team as a template of what to do during each crisis. These steps should be followed out after the First Action steps on page 11. The CMT should practice the Business Continuity Plan during each rehearsal date listed on pages 5-10.

Pandemic

Website and Social Media

- Continuously update website and social media with any information about future events and donations options
- Identify whether scheduled posts are appropriate for the circumstance

Board Meetings

- Contact board and send out Zoom meeting information sheet (appendix)
- Create schedule for online board meetings
- Send schedule to board

Online Restore

- Post on social media about the status of restore
- In addition to posting available furniture on Restore Facebook page, post on craigslist and yard sale groups for surrounding areas
- Establish pick up dates and times for customers as shipping will not be made available

Utilities

- Contact Georgia Power and put power on hold for restore and office facilities.
- Contact City of Milledgeville Water & Sewer Department and put water on hold for restore and office facilities

Donors

- Send out a graphic through mail chimp addressing the situation and hoping everyone is staying healthy
- Continue sending e-news letters and donor communication as normal

Natural Disaster

Notifying

- Contact board members to notify them what happened
- Contact Habitat International to notify them what happened

Insurance

- Call insurance company (Lockton) and beginning the process of making a claim under disaster insurance

Clean up

- Schedule a clean-up day in which board members and volunteers can assist with clearing the site
- Post on social media and website about the clean-up day

Donors

- Continue asking for donations for Habitat mission, not for the rebuilding of the facilities

Loss of key employee

Assess

- Depending on the employee lost, determine which employee would best fill the position
- If necessary, create a job post description to post on job boards
- If loss is death, establish interim period to allow for grieving and funeral arrangements

Post-Crisis Evaluation Form



Member: _____ Date: _____ Time: _____

Location of Crisis: _____ Type of crisis: _____

The Crisis Management Plan was followed. Circle One:

Not at all				Somewhat				Completely	
1	2	3	4	5	6	7	8	9	10

How did you learn of the crisis? *Explain:*

How was the crisis management process used? *Explain:*

What was most effective about the Crisis Management Plan? *Explain:*

What areas provided the most difficulty when using the Crisis Management Plan? *Explain:*

What are your suggestions to better improve the Crisis Management Plan? *Explain:*

Appendix A: New Release Templates



News

(Office), (Milledgeville)
(April 20th, 2020)

**Media Contact: (Murali Thirumal, Executive Director,
478-457-6660, muralidthirumal@gmail.com)**

Habitat for Humanity Remains Open Amidst COVID-19

Milledgeville, G.A.- Habitat for Humanity Baldwin County remains open amidst COVID-19. Habitat for Humanity is still providing necessities for families in need and will continue to do so. Habitat ReStore will remain open and will follow CDC guidelines. Construction of homes will still remain a top priority for Habitat. COVID-19 has had an effect on our community physically, financially, and mentally. A pandemic isn't something anyone can predict, but how we react is what is most important. Habitat for Humanity will continue its operation and provide for families. With that being said it is vital for the community to support one another and come together as we face this pandemic.

In our community, we have families struggling to provide the basic necessities for living. If you have ample supplies of any toiletries or canned food we urge you to come by our ReStore located **(address here)**. It is vital to provide for others who are unable to provide for themselves. **(Insert quote from a board member)**

For more information contact Murali Thirumal at muralidthirumal@gmail.com Learn more at

<http://www.milledgevillehabitat.org/>

Habitat for Humanity is a non-profit organization and provides houses for those in need. In addition to supplying new and used building materials, furniture, and appliances at a fraction of retail price. Learn more at <http://www.milledgevillehabitat.org/>. "Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities, and hope"

###

Appendix B: Media Kit: Backgrounder

Overview: Habitat for Humanity Milledgeville is a nonprofit affiliate of Habitat for Humanity International located in Milledgeville, Georgia.

Founded: 1994

Mission Statement: Habitat for Humanity aims to bring people together to build homes, communities, and hope.

Areas Served: Baldwin county and the City of Milledgeville, Georgia.

Number of Homes Constructed: As of 2009, 18 fully constructed homes have been completed.

Selection Process: Homeowners are selected by evaluating applications based upon the following criteria: 1) need for housing, 2) ability to pay, and 3) willingness to partner.

Cost of Home: The newly constructed homes are sold with no profit added, using a 20-year, zero percent interest mortgage and the monthly payments consist of the base mortgage amount, plus prorated escrows for homeowners insurance, county taxes and city taxes. Habitat administers the mortgages and works with partner families over the course of the loan.

Volunteers: Habitat for Humanity e has an open-door volunteer policy. Anyone desiring to volunteer is welcome, regardless of religious preference, background, or race

Funding: Habitat Milledgeville donors are generally larger corporations, foundations, churches, community organizations and philanthropic individuals who are interested in supporting Habitat for Humanity's mission in the greater Milledgeville area, not just in supporting a single geographic area of the mission

Address: PO Box 605, Milledgeville, US-GA 31059-0605, United States

Phone: (478) 453-9317

Website: <http://www.milledgevillehabitat.org/>

Appendix C: Media Contact List

Union Record

- Publisher, Keith Barlow; 478-453-1331, kbarlow@unionrecord.com
- Editor, Natalie Linder; 478-453-1401, nlinder@unionrecorder.com

13WMAZ

- Journalist, Ashlyn Webb; awebb@13wmaz.com
- Journalist, Sabrina Burse; sburse@13wmaz.com

WGXA

- Associate Producer, Gabrielle Nelloms; gtnelloms@wgxa-tv.com
- Journalist, Erin Wise; ee wise@wgxa-tv.com
- Journalist, Nick Gibson; nsgibson@sbg tv.com

Appendix D: Media Contact Log



Reporter/Editor
Media outlet:
Telephone number:
Email:
Time called:
Date called:
Reporter's Deadline:
Inquiry/nature of call:
Interview requested: (who, when, where)
Others organizations interviewed for story:
Action/information given:
Action by:
Further information needed/request sent to:
Other comments: