

When The News Is Searing...

The Crisis

A beloved nonprofit organization was facing bankruptcy and hired WordWrite to repair the reputational damage.

Our Solution

WordWrite developed a series of messaging tools and organized a cadence of communications that allowed for transparency and authenticity to shine through.

Client Takeaways

The client received praise for remaining open to media and public questions during the crisis. The organization has since rebuilt itself financially and remains in good standing with its communities and patrons.

Crisis Communications for Nonprofits

A nonprofit's reputation may be at stake for any number of reasons (negative press, client complaints, lawsuits or bankruptcy), and we've worked with several nonprofits over the years who have experienced firsthand how quickly a crisis can crop up and threaten their business, and how cruel today's 24-hour (more like 15-minute) news cycle can be.

If an organization enlists our help in putting out a fire, it's our job to assist in building a crisis plan that will resonate with audiences, position the organization's leaders and key storytellers as knowledgeable, compassionate industry experts, and restore the organization's credibility, goodwill and community standing.

Common Challenges

In today's climate, news spreads quicker than ever before, and companies often don't start preparing for crises until they're in the middle of one, or their name is all over the internet under negative or inflammatory headlines. We believe the best time to prepare for a crisis is well before a crisis arises, or even has the potential to arise. Though it may seem unlikely that your business will be the next one under fire, when it comes to crises, it's not a matter of *if*, but *when* you will encounter one, and how you should respond when you are under scrutiny and need to act quickly.

Many clients we have worked with over the years don't know the first place to start when it comes to putting together messaging or statements to address concerns or questions in times of crisis, and that's where we often come into the picture.



Our Solutions

Over the years, our team has helped nonprofits navigate even the muddiest of crisis waters through a mix of comprehensive communications strategies, including writing holding statements, scheduling media interviews and news conferences, developing social posts and website content to educate the public on steps being taken to rectify the situation, penning op-eds for local news outlets and rebutting false narratives through consistent and authentic messaging and storytelling.

When a current or prospective client expresses interest in working with us to navigate a crisis, after assessing the situation and consulting with the company's leaders and key storytellers, we work alongside them to craft the right messaging that will help them remedy the situation, win over audiences' hearts and minds, and restore their reputation and credibility.

Results

Through collaboration and transparency, we've helped nonprofit clients come out on the other side of a crisis with their reputation intact and receiving positive feedback from the community, media, clients, donors and stakeholders. The results of our crisis engagements have helped organizations identify positive stories of resilience and growth to appeal to new clients and partners and share with audiences for years to come.

When a crisis is resolved correctly and effectively, it not only helps the reputation of the company in question, but it serves as an opportunity for a company to strengthen its existing relationships, as well as establish new, mutually beneficial relationships with the partners, industry contacts and communities that matter most to them.

Resources

Check out [the case study](#) highlighting our work with a reputable nonprofit that was once facing bankruptcy and threats to its reputation and is now one of our longest retainer clients.

Watch this [Agility PR webinar](#) that WordWrite's Chief Storyteller, Paul Furiga, did on sharing your story in times of crisis.

[Send us a message today](#) to learn more about our crisis services!

CONTACT US

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