



# **2020 ANA VIRTUAL NONPROFIT CONFERENCE**

**AUGUST 5-6**



**#ANAnonprofit**

# Strategies for Online Communications During a Global Crisis





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# SETTING THE SCENE: FEBRUARY & MARCH 2020



- Launching new format for signature walk
- Expanding pilot research study in medical settings
- Preparing for Parkinson's Awareness Month



**Pediatric  
Brain Tumor  
Foundation®**

- Gearing up for strong Spring fundraising
- Launching new family support program
- Preparing for Brain Tumor Awareness Month

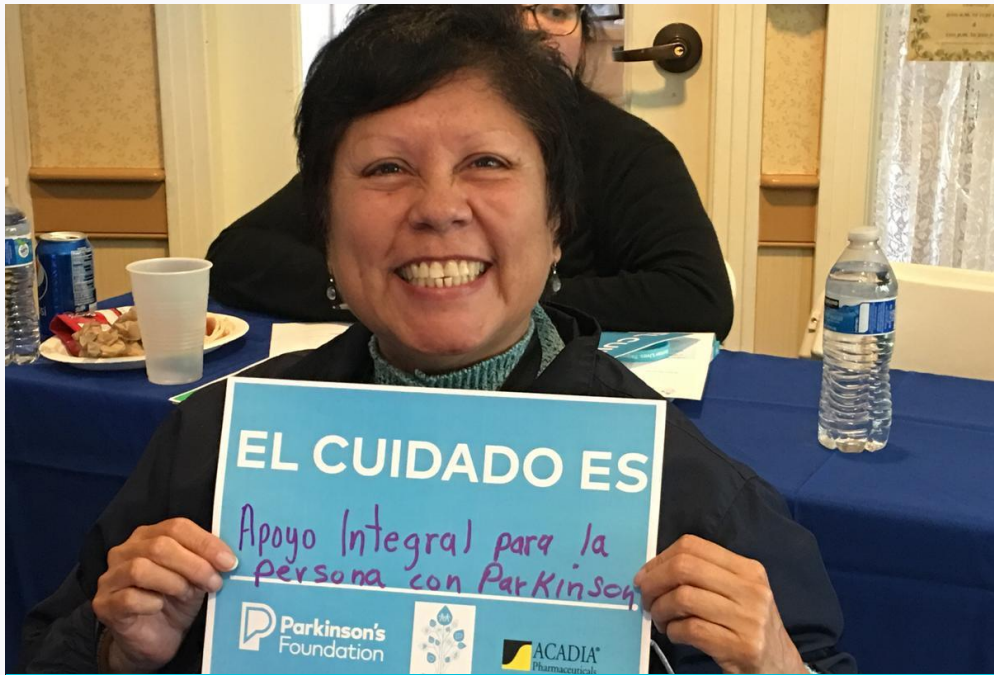




**Pediatric  
Brain Tumor  
Foundation®**

[www.curethekids.org](http://www.curethekids.org)





# Parkinson's Foundation

Parkinson.org



**For Today:**  
Improving care for everyone with Parkinson's

**For Tomorrow:**  
Advancing research toward a cure





# MISSION & CONSTITUENT-CENTRIC STRATEGY

**Patient families, donors, volunteers all impacted by COVID-19.**

Universal loss of control, choice, and connection

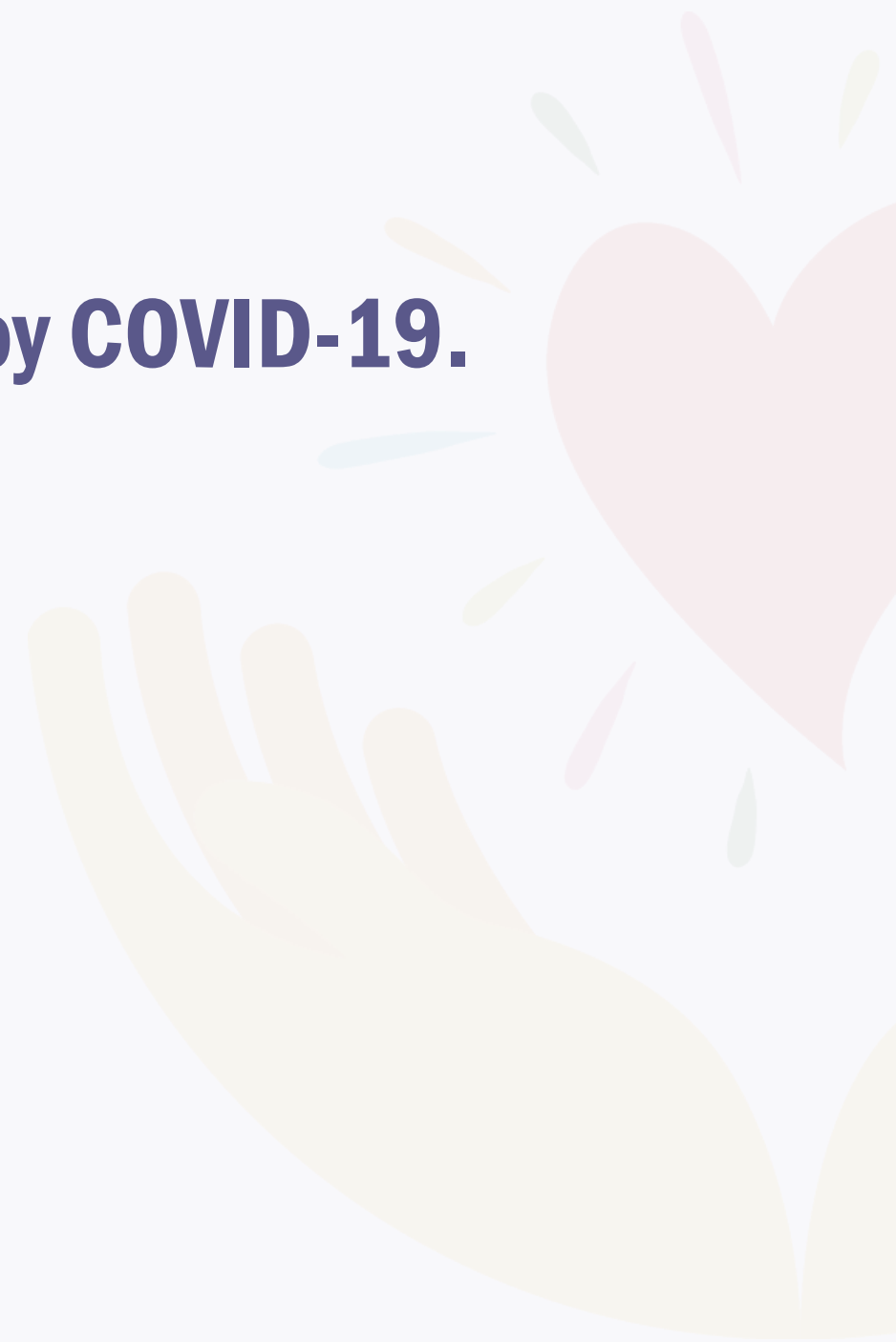
**Communication strategies needed to give back:**

Unify the community

Meet constituents where they are

Provide choice in ways to get involved

Cultivate resilience through impact



# MISSION & CONSTITUENT-CENTRIC STRATEGY

**Concerted efforts across channels to educate constituents on evidence-based information to stay healthy and connected**



**Pediatric  
Brain Tumor  
Foundation®**

**“Everything you need to  
live well with Parkinson’s”**

**“Committed To Care”**



# MISSION & CONSTITUENT-CENTRIC STRATEGY

## Prepare & Listen



Use pre-determined crisis communication plan, previous response plans

Leverage network of experts, community relationships

Ask, Listen, Understand:

- Patient panel
- “Care calls”

## Engage



## Ask

Provide opportunities for Q&A

Fight isolation through online community

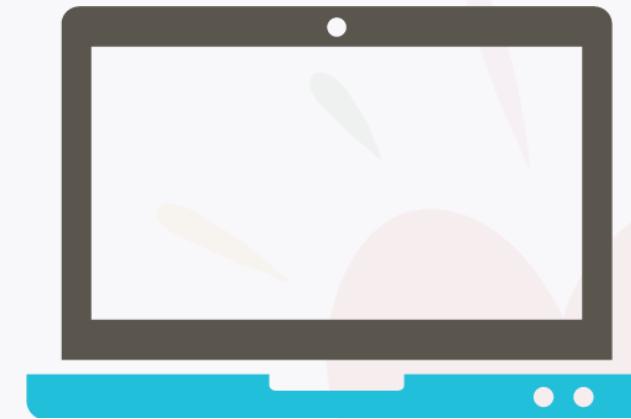
Occupy with new virtual educational programming

Urgent: Highly relevant asks relating to hospitalizations, financial relief for families

Intermediate: Recruitment for virtual fundraisers

Long-term: Create at-home research and fundraising opportunities

# Parkinson's Foundation: Website Tactics



## COVID-19 UPDATE



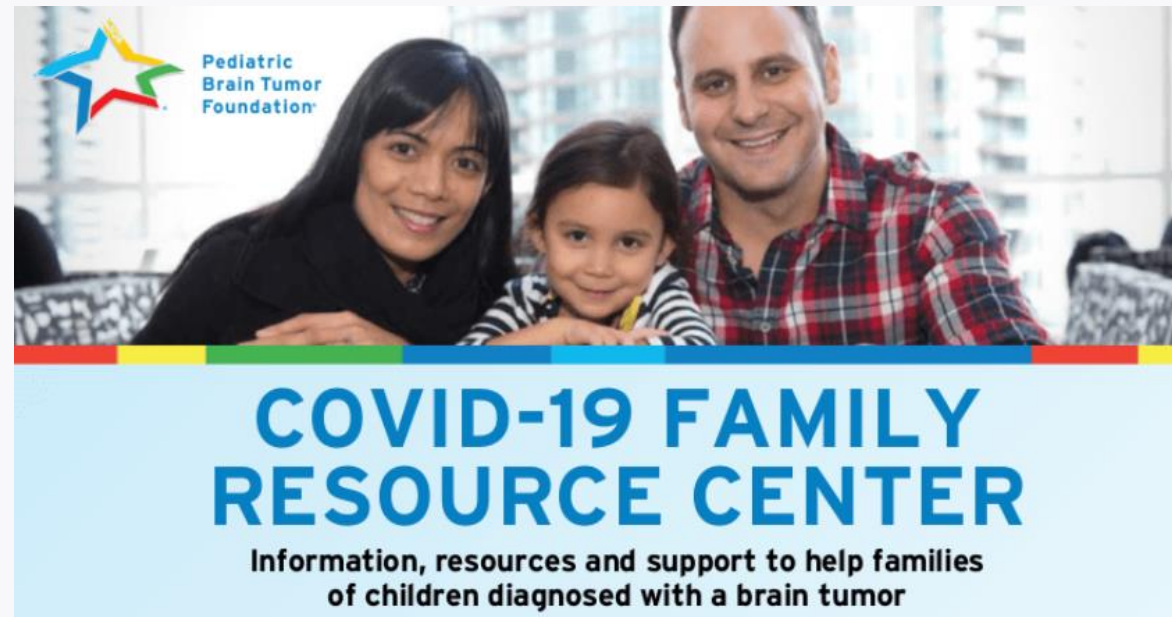
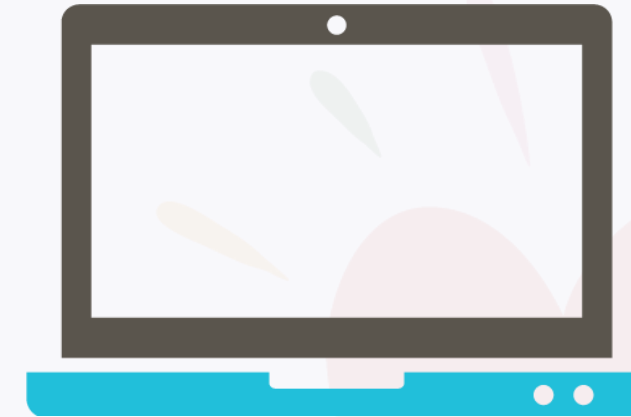
**All in-person  
March events  
have been  
postponed.**

**LEARN MORE**

- Homepage pop up
- Landing page:  
[Parkinson.org/Coronavirus](https://parkinson.org/coronavirus)
- Blog article with FAQs
- Updates on every event page



# Pediatric Brain Tumor Foundation: Website Tactics



- Family Resource Center: [curethekids.org/covid19](https://curethekids.org/covid19)
- Digital Care Package: [curethekids.org/digital-care-package](https://curethekids.org/digital-care-package)
- Commit To Care Landing page: [curethekids.org/commit-to-care](https://curethekids.org/commit-to-care)
- Updates on every event page

# Parkinson's Foundation: Email Tactics

Improving care today. Advancing toward a cure. | [Donate Now](#)



Donate  
Now



Coronavirus disease 2019 (COVID-19) is a respiratory illness that can spread from person to person, according to the Centers for Disease Control. With [seniors being the most vulnerable](#) to the illness, the Parkinson's Foundation wants to enable seniors with



- Emergency COVID-19 information
- ASK: Donate to help get hospital kits in the hands of people who need them
- Follow up with event postponements/changes
- Invitation to Facebook Live Q&A
- Announcement of new virtual educational programming



# Pediatric Brain Tumor Foundation: Email Tactics



Dear Merri,

You've been there for children and teens with brain tumors, helping them get through the unimaginable. And today their families are sending a message of care to you in [this special video from Kelli and her son Cameron](#).

That's because care is what makes the Pediatric Brain Tumor Foundation community who we are. Wherever you live and however you choose to support the PBTF's research and family support programs, we are united by one thing: a commitment to care for kids in need.



**You show up. You care. No matter what.**

Even in these difficult times, the PBTF community is still making a difference in families' lives across the country. Find out how you can #CommitToCare today at [www.curethekids.org/commit-to-care](http://www.curethekids.org/commit-to-care).

## Segmented Email Journeys for Patient Families and Supporters

Both segments received:

- Messages of care from CEO & community members
- Ways to #CommitToCare
- Announcements about event changes

# Pediatric Brain Tumor Foundation: Email Tactics



## Patient Families:

- COVID-19 resources
- Announcement of new peer to peer mentoring program
- Invitations to virtual townhall, research webinar, online events
- “Special delivery” from the Imaginary Friend Society

## Supporters:

- Ideas and resources to empower creativity in fundraising
- Patient stories (Why I #CommitToCare)
- Examples of mission impact
- ASK: Donate to emergency financial relief fund for families



# Parkinson's Foundation: Social Media Tactics



## FACEBOOK LIVE EVENT

**Ask the Experts:  
Coronavirus &  
Parkinson's Disease**



- Share all new web content
- Host Facebook Live Q&As with experts
- Share third-party content vetted by the experts
- Host virtual signature walk
- Sponsor Facebook Fundraiser for additional revenue push


# Pediatric Brain Tumor Foundation: Social Media Tactics




- Share all new web and video content
- #CommitToCare user-generated content campaign
- Facebook awareness frames
- Host Facebook Lives of virtual activities and fundraising event kick-offs
- Facebook Gaming Livestreams for additional revenue push

**Virtual Townhall:  
MANAGING STRESS  
IN TIMES THAT  
RETRAUMATIZE**

With Dr. Niki Jurbergs & Dr. Tara Brinkman  
of St. Jude Children's Research Hospital



**TUESDAY, APRIL 14  
1 P.M. ET/10 A.M. PT**



#CommitToCare

For Kids With Brain Tumors



I COMMIT  
TO CARE



#CommitToCare



# Stage 1 of a Crisis: Prepare

- What is your organization's crisis communication plan?  
What scenarios have you planned for?
- Foster alliances
- Develop consensus recommendations
- Test messages
- Evaluate plans regularly



# Stage 2 of a Crisis: Initial

## Your chance to establish trust and legitimacy

- Express empathy
- Provide simple risk explanations
- Establish credibility
- Recommend actions
- Commit to stakeholders





# Stage 3 of a Crisis: Maintenance

**Don't lose your resolve – crises take time to resolve.**

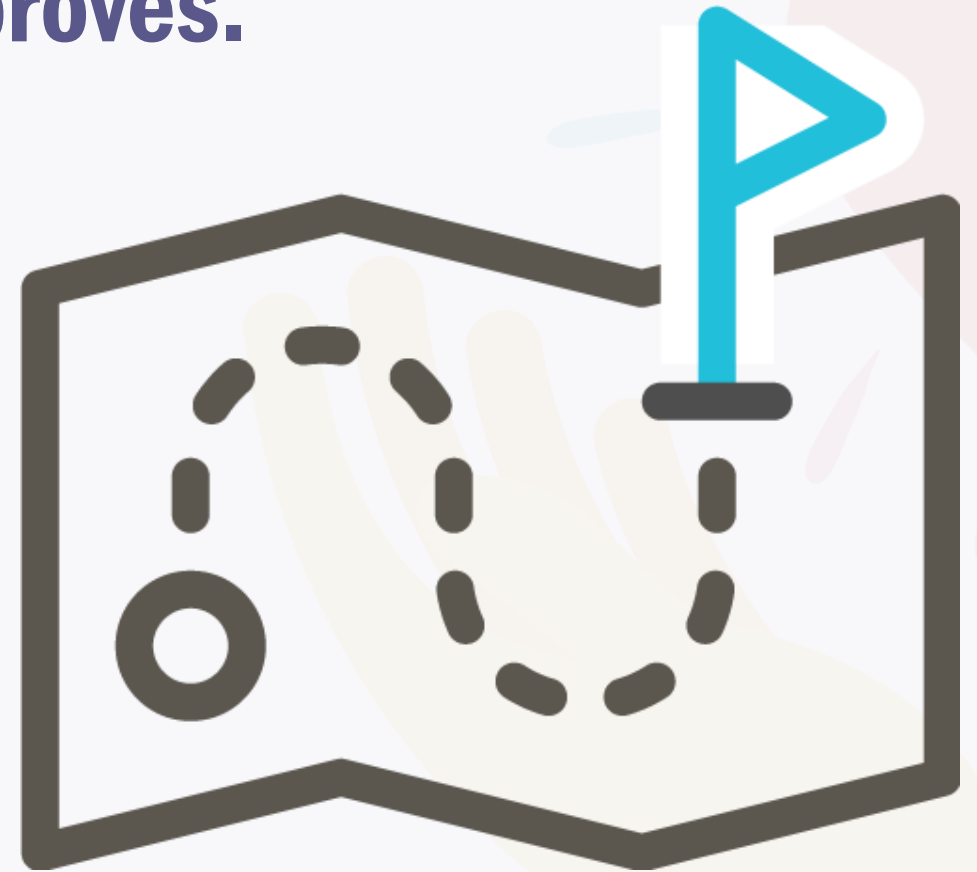
- Further explain risk
- Provide more background
- Gain support for your response
- Empower risk/benefit decision making
- Capture feedback for analysis



# Stage 4 of a Crisis: Resolution

**There's still work to do, even as the crisis improves.**

- Educate a primed public for future crises
- Examine problems
- Gain support for policy and resources
- **Promote your organization's role**

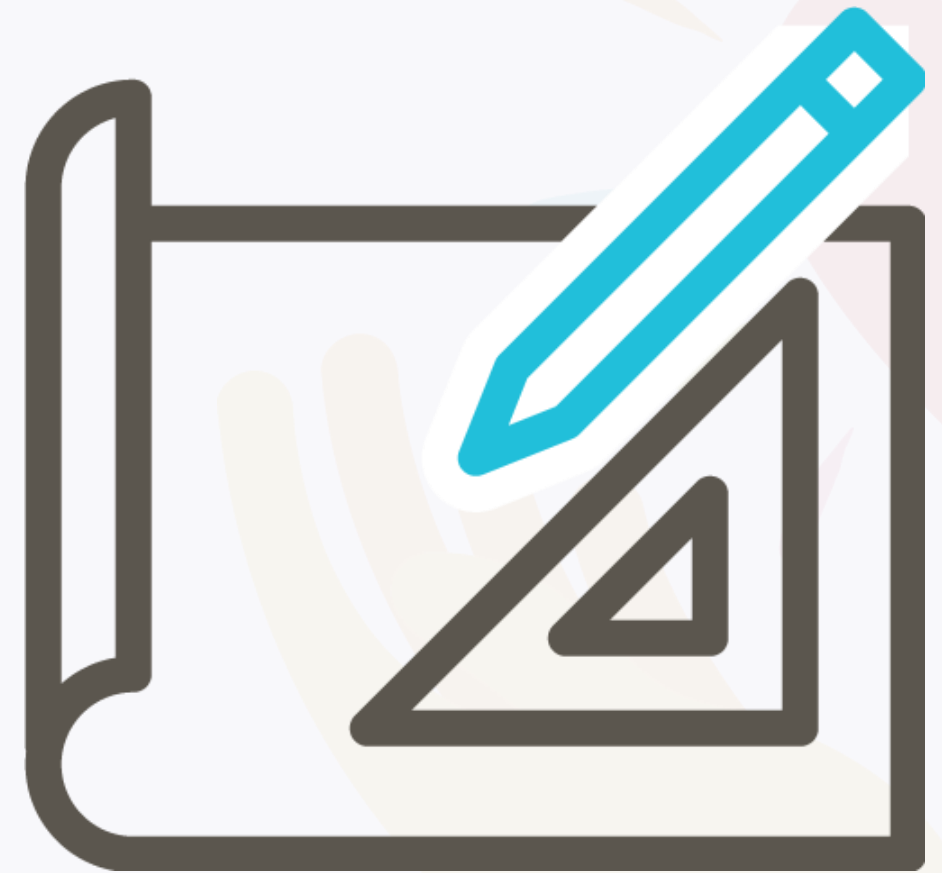




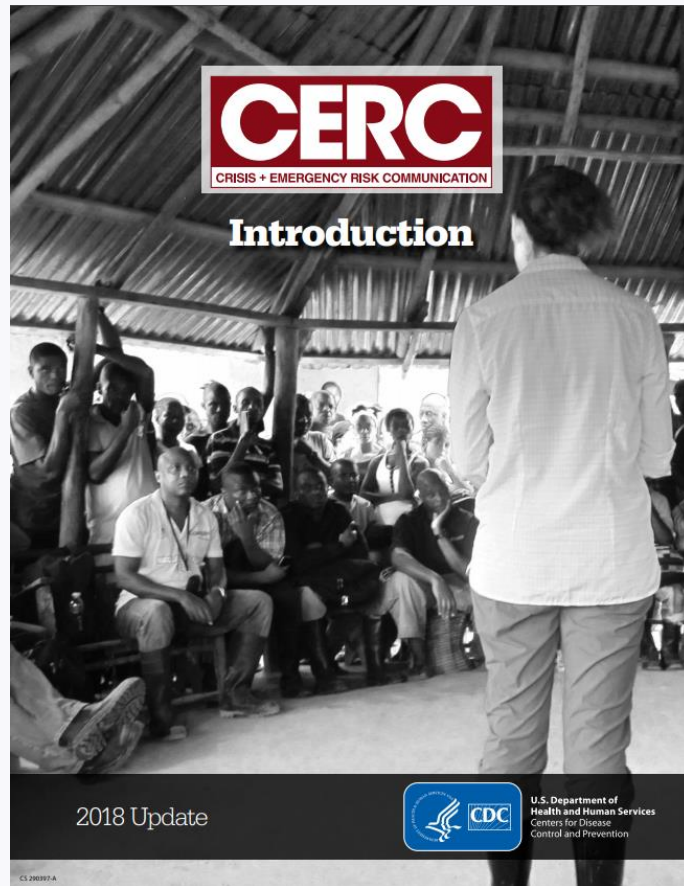
# Stage 5 of a Crisis: Evaluation

## You're not done yet!

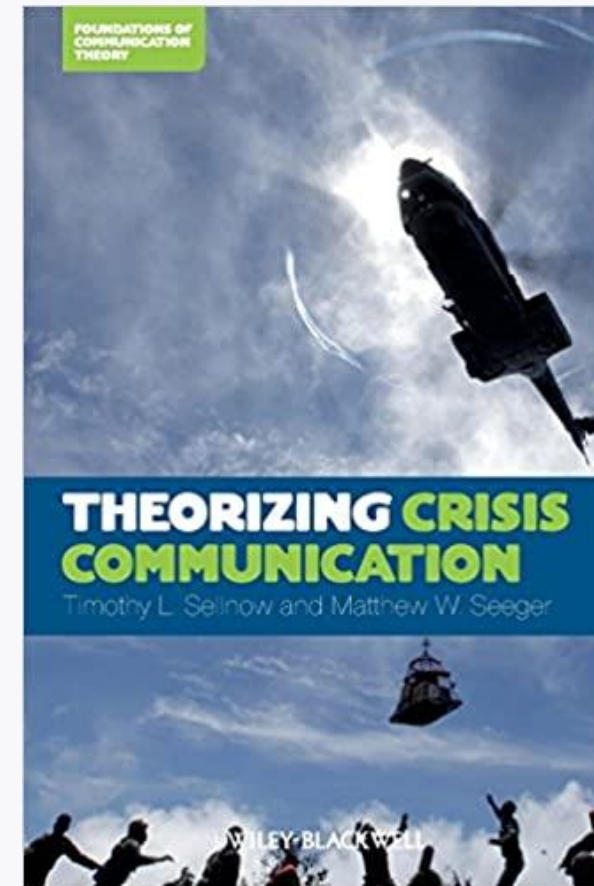
- Document lessons learned
- Return to your crisis communication plan and improve it



# Crisis Communication Resources: Recommended Reading



The CDC's Crisis and Emergency Risk Communication (CERC) Manual:  
[emergency.cdc.gov/CERC](https://emergency.cdc.gov/CERC)



Theorizing Crisis Communication,  
by Timothy L. Sellnow & Matthew W. Seeger

# Crisis Communication Resources: Caring for Your Team

5 Ways to Boost Your Resilience at Work [hbr.org/2016/06/627-building-resilience-ic-5-ways-to-build-your-personal-resilience-at-work](https://hbr.org/2016/06/627-building-resilience-ic-5-ways-to-build-your-personal-resilience-at-work)

7 Strategies for Promoting Collaboration in a Crisis [hbr.org/2020/07/7-strategies-for-promoting-collaboration-in-a-crisis](https://hbr.org/2020/07/7-strategies-for-promoting-collaboration-in-a-crisis)

How To Salvage a Disastrous Day in Your Covid-19 Quarantine [chronicle.com/article/how-to-salvage-a-disastrous-day-in-your-covid-19-quarantine/](https://chronicle.com/article/how-to-salvage-a-disastrous-day-in-your-covid-19-quarantine/)

Yale's Science of Well-Being [www.coursera.org/learn/the-science-of-well-being](https://www.coursera.org/learn/the-science-of-well-being)

Instagram: @thenapministry, @thelovelandfoundation



# Questions?



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