



**Crisis Plan: Animal abused by an employee**

<b>Title</b>  <b>Timing</b>	<b>President</b>	<b>Vice President</b>	<b>P.R. / Media Person</b>	<b>Boards\Fosters\Volunteers</b>	<b>Lawyer/legalization</b>
<b>First Notice</b>	Call for emergency meeting to inform for details of the crisis/ review crisis plan	Attend emergency meeting/ review crisis plan	Attend emergency meeting/ review crisis plan	Attend emergency meeting/ review crisis plan	Attend emergency meeting/ review crisis plan
<b>30 Minuets</b>	Contact the authorities/Veterinarian and inform them about the crisis	Contact (shelters / Sponsors/ business partners) and inform them about the crisis	Draft Statement detailing all verified facts and ongoing response discussions	No communication with the media/ no comments to the publics	Identify and prepare if there is a low case against the organization.
<b>One Hours</b>	assign Vice President to be spokesperson / Approve or adjust statement/Take action towards the subject employee	Prepare paperwork for actions towards the subject employee/ go over the statement	Meeting outcome /media Strategy/ prepare place for media conference	No communication with the media/ no comments to the public	Explain the situation to President, V.P., P.R/ Go over paperwork for actions towards subject employee
<b>Three Hours</b>	Call for meeting with all staff and members for next day	Prepare agenda for next day meeting/ prepare for a press conference.	Write a press release / PSA /social media/internal email about the incident	No communication with the media/ no comments to the public	File the legalization and prepare it for next day meeting



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<b>24 Hours</b>	Attend staff and members meeting/brief everyone about the actions taken.	Attend staff and members meeting / Have a press conference / Q&A	Staff and members meeting/prepare spokesperson's speech to the media/social media	Attend staff and members meeting	Staff and members meeting / explain the legal situation
<b>48 Hours</b>	Meet with V.P., P.R. Lawyer / feedback and updates	Meeting with president / Go over speech, press conference outcome.	Meet with president / press release, PSA and social media coverage, feedback	Avoid comments to the media / get update form internal channels only	Meet with president / feedback from authority / update with the situation
<b>One week</b>	Publication of Interview with P.R. about the incident	Meet with the media/interviews/statement. Have a brief to the media about what are the process to prevent such a crisis in the future	Press release, PSA, Social media and share overview of the situation / do internal survey of the incidence	<b>Do survey</b> Share news from organization's in social media	Feedback and updates from authority to President and P.R.
<b>Two weeks</b>	<b>Call for awareness event with specialists</b> Have speech to explain the importance of the event	<b>Attend the event</b> Have speech to explain the importance of the event	Press release, PSA, social media about the event / interview attendance and write press release.	<b>Attend the event</b> Have quotes for the P.R. person about the outcome of the event	Update and feedback from authority about the incident