

## Contingency Planning and Communication Protocol for May 3 – Big Day of Giving

We are confident that the website and the entire day will run smoothly this year. CiviCore, our technology platform has put in place many elements to help the giving day run like clockwork. But it is always a good idea to be prepared for the unexpected. Even with our full confidence, technology is not failsafe and it is important for you to have a plan in place. This document takes you through how to get information on the status of website issues, how to contact the foundation, and tips for preparing for plan b.

### Web Status Page

This web page was created for the sole purpose of providing you real time information on the status of many different elements of the website. This will also be your go-to place to receive communication from the BDOG team to keep you informed throughout the day. As a part of preparing for May 3rd, please bookmark this webpage and familiarize yourself with how it works.

➔ **Bookmark this page: <http://www.sacregcf.org/status/>**

A variety of website elements are listed and a BDOG icon will appear next to the item to indicate its status (Green, Yellow, Red).



The status log, located at the bottom of the status page, is where we will provide periodic updates and go into more detail about any issues that may arise and the plans in place to resolved them.

**Please check this site before communicating with the foundation or donors about the status of BigDayofGiving.org as it may provide more information as to the issue you notice or a potential resolution.**

If you experience any issues with the website or anything else related to the Foundation, the Web Status Page will be your first stop to check for updates. **If you do not see your issue reflected on the status page, contact us at [bdog@sacregcf.org](mailto:bdog@sacregcf.org) to report your issue(s).** We will then work to resolve and update the status page with information for others. If the issue is user related and not system-wide, we will not update the status page and will respond to your inquiry directly.

If the Web Status Page itself goes down, we will email team captains directly with updates every hour.

### Contingency Preparedness & Action

If the website ([bigdayofgiving.org](http://bigdayofgiving.org)) has any issues during May 3rd, the foundation will notify you via the Web Status Page on the status of the issue and a time frame (if available) for a resolution.

**If full donation functionality is lost on the website**, updates will be provided on the status page every 20 minutes on the status of the repair. If donation capability does not return within 90 minutes, we will notify you (via status page) that our recommendation will be to begin accepting gifts offline through your own websites or other methods.

If donations capabilities resume after you have already made the switch to another platform, it is advisable to resume your campaign using the [bigdayofgiving.org](http://bigdayofgiving.org) website. However, if you feel that it would be difficult to do so, you are welcome to continue using your own platform.

Should this scenario take place, we will ask all nonprofits to submit their totals using an online form. A link will be provided to you through the Web Status Page.

Here are a few items you should do now to help prepare for the unexpected:

- Make sure to bookmark the Web Status Page and check often on May 3rd.
- Create an emergency contact sheet that lists all the important people, websites, and contact info you will need. Some suggestions:
  - All staff and volunteers (cell #s and email)
  - Web Status Page: <http://www.sacregcf.org/status/>
  - BDOG Email: [bdog@sacregcf.org](mailto:bdog@sacregcf.org)
    - Email to submit issues with the website, etc.
  - Event logistics contacts (venue, catering, etc.) if applicable.
  - Log in information for:
    - Your web CMS
    - Social Media Accounts
    - GivingEdge (to add offline gifts and download donor info)
- Make sure your website is prepped and ready to use for online donations. If you do not have a donate button, consider getting one or make sure you have a way to collect offline gifts.
- Make sure you have a way to track your donations that you receive through other channels, so you can report them to the foundation.

## Communication

Communicating with your key audiences (donors, etc.) is a key part in managing issues and maintaining momentum. As updates are provided through the Web Status Page, be sure to communicate with your donors. Some suggestions:

- Update the front page of your website with information
- Post on social media
- Pre-draft emails with information about your plan and how to continue donating should the BDOG website go down as well as an email to alert donors should the website go back up.
- Make a few phone calls to key donors or stakeholders (board members, etc.)

## The Unknown

It's easy to get overwhelmed thinking about every single thing that could go wrong, so try to breathe and be as prepared as you need to be to mitigate issues. Here are a few additional items that could happen. But remember, for all these items, be sure check the Web Status Page to understand how it affects Big Day of Giving.

Here are some other issues (non-website related) that could occur and a few tips on how to prepare:

- Your organization's communication methods fail (i.e. constant contact, or email server goes down, Twitter or Facebook unavailable(unlikely), issues with phones, etc.)
  - **How to prepare:** Use a variety of communication tools. Don't put all your communication "eggs" in one basket! This way, should one of them fail, you can rely

more heavily on others. Also, get familiar with another email software. Most will provide you with a free 30-day trial.

- Weather event: If there is a weather event that affects the safety our community, please make your own safety the number one priority.
  - **How to prepare:** The best way to prepare for this type of contingency is to go over directions with your staff and volunteers and have a communications plan. Follow directions from officials and communicate with your donors about any information regarding Big Day of Giving that is posted on the Web Status Page.
- Other large-scale crisis events that could affect the community on a local, state, national, or international scale.
  - **How to prepare:** See weather event
- Employee or volunteers are sick or unavailable at the last minute to run your campaign
  - **How to prepare:** Recruit one or two additional staff or volunteers and prep them as alternates to take over should there be a need. Make sure these alternates are listed on your emergency contact sheet. Also, try and do as much prep work as possible before the day such as scheduling social media posts, and drafting/scheduling email blasts.

A little extra work now will set you up for a stress-free May 3rd. Being prepared should things not go as planned is an essential part of any successful campaign. If we learned anything during the 2016 outage, it was that donors were determined to give, so prepare now and be confident when the clock strikes midnight that you are ready to roll!

If you have any questions or concerns, drop us a line: [bdog@sacregcf.org](mailto:bdog@sacregcf.org)