**Disaster Communications Plan  
Foundation staff or volunteers**

**COMMUNICATION GOAL**

Your goal is to let your community know that your Foundation is the place to give a donation in the event of a disaster or crisis in your community, natural or manmade. We want to encourage them to work with the Foundation and keep their donations local, rather than give to an online platform, such as Go Fund Me or similar online fundraising site.

**CHOOSING A SPOKESPERSON**

The first step in planning for a disaster, man-made or natural, is selecting someone on your board who will be a spokesperson for your Foundation. This may very well be done in pairs if it is more comfortable for your team. Selecting one or two spokespeople is important because:

1. You want to maintain consistency in your communications. One person with the story ensures the message will always be the same.
2. You want key groups to have one contact person to reach to answer questions or address concerns.

However, all your board members and staff should have access to the talking points in this plan in the event the spokesperson is unavailable. Should you feel uncomfortable managing questions and statements, please defer to Angie Tatro, Central Kansas Community Foundation to manage your crisis. She can be reached by e-mail at [angie@centralkansascf.org](http://www.centralkansascf.org) or reached by phone at (316) 239-9451.

When choosing a spokesperson, consider the following. The person must:

* Be well acquainted with the community and well connected in the community, especially with city and community officials, if possible.
* Be comfortable communicating the talking points in this plan and answering questions
* Be calm and maintain composure during crisis
* Show and communicate compassion for the victims during the crisis
* Be available 24/7 during the crisis to answer questions or address concerns

Plan to review this every year as board turnover is expected.

**OUR SPOKESPERSON IS:**Name ContactName Contact

**DONATION INFORMATION**

**Online Donations**

In the event of a disaster, CKCF will respond by immediately putting information about the event and donation information on the CKCF website. It will appear on the front page of the site with information about how to donate in your community and a link to donate to your community disaster fund online. You will need to know the name of your fund, which is your [CITY/COUNTY] [COMMUNITY] Relief Fund, i.e. Hesston Community Relief Fund, for communication, but you may direct them to <https://centralkansascf.fcsuite.com/erp/donate> to make the online donation.

**Check or Cash Donations**

You will want to identify a convenient drop off location for donations. Examples include city hall, USD or a bank. Be sure to pre-arrange these relationships so when the time comes there is not delay in approvals for accepting any in-person donations. Checks should be made payable to your community foundation with a note in the memo: *[COMMUNITY/COUNTY] Relief Fund*.

Please have all donations mailed to the following address:

[COMMUNITY FOUNDATION]  
c/o Central Kansas Community Foundation  
301 N Main, Suite 200  
Newton, KS 67114

**COMMUNITY DISASTER GROUPS and PIOs**

**The most important group** you will collaborate with will be your local community emergency management group and/or public information officers (PIOs). They will be largely responsible for disseminating information and updates to the public and the media regarding the ongoing disaster in your community. You want to be included in the conversation so that when they give their reports, they mention you as the entity that is accepting donations on behalf of the groups serving your community during the disaster.

Reach out to these groups or individuals before your community experiences a disaster and let them know your community foundation will accept donations during a disaster. Provide them with the contact information for your spokespeople.

**Harvey County Emergency Management**  
Gary Denny, *Director*  
120 E. 7th St. | PO Box 687  
Newton, KS 67114  
Office Phone: (316) 284-6910  
[Email](http://www.centralkansascf.org)

**Marion County Emergency Management**  
Randy Frank, KCEM, IACEM, MCP, *Director*  
202 South 4th Street  
Marion, KS 66861  
Office Phone: (620) 382-3462  
[rfrank@marionks.net](mailto:news@wilsoncountycitizen.com)

**Butler County Emergency Management**  
Keri Korthals, KCEM, MEP, *Director*  
2100 N. Ohio St., Suite B  
Augusta, Kansas 67010  
Office Phone: (316) 733-9796  
[kkorthals@butlerema.org](mailto:kkorthals@ButlerEMA.org)

**Elk County Emergency Management**  
Beth Koehler, *Director*  
P.O. Box 623  
Howard, KS. 67349 – 0623  
Office Phone:  (620) 374-3597  
Cell Phone:  (620) 252-9578  
[emergencymgt@elkcountyks.org](http://www.butlercountytimesgazette.com)

**Wilson County Emergency Management**  
Terry Lyons, *Director*  
421 N 7th St.  
Fredonia, KS 66736  
Office Phone: (620) 378-4455  
Cell Phone: (620) 330-6123  
[wcem@wilsoncountykansas.org](mailto:wcem@wilsoncountykansas.org)

**Sedgwick County Emergency Management**  
Carl Link, *Director*  
p: 316.660.5959  
714 N. Main  
Wichita, KS 67203  
[carl.link@sedgwick.gov](mailto:carl.link@sedgwick.gov)

**TALKING POINTS for KEY AUDIENCES**

**Community Members/Donors**

[COMMUNITY FOUNATION] deeply regrets the recent loss in our community as a result of ***[DISASTER (see examples below)]***. Our thoughts are with the victims and all of those affected. We are currently accepting donations to assist victims, anyone affected and the charitable organizations working tirelessly to serve our community at this time. [CF ACRONYM (i.e. CKCF)] is a 501(c)(3) charitable organization serving [COMMUNITY NAME]. Your donation stays local! You may donate online to the [CF ACRONYM] Disaster Fund at https://centralkansascf.fcsuite.com/erp/donate or provide a check made payable to [COMMUNITY FOUNDATION]. If you have questions, please contact [SPOKESPERSONS NAME AND CONTACT INFORMATION].

**Media**

In light of recent events, the [COMMUNITY FOUNDATION] is the official entity for accepting donations for those impacted by the [INSERT DISASTER]. We are a 501(c)(3) charitable organization and all donations made for this purpose will granted back into the community where it is needed the most, supporting victims and the organizations serving survivors. For anyone interested in making a donation, they are encouraged to visit https://centralkansascf.fcsuite.com/erp/donate or bring a check payable to [COMMUNITY FOUNDATION]. If you have questions, please contact [INSERT SPOKESPERSONS NAME AND CONTACT INFORMATION].

**Community Emergency Management Officials** *(Beginning conversation only/reason why they should work with us.)*

We are honored to work alongside you during this difficult time. Please encourage anyone interested in donating in support of your efforts to give to the [COMMUNITY FOUNDATION]. We are a 501(c)(3) charitable organization and all donations in support of this cause are tax-deductible and stay local. Grants will be given to non-profit partners in our community who support victims, survivors and anyone affected by the disaster. Donors can give online to the [COMMUNITY] Disaster Fund at <https://centralkansascf.fcsuite.com/erp/donate> or provide a check made payable to [COMMUNITY FOUNDATION]. If you have questions, please contact [SPOKESPERSONS NAME AND CONTACT INFORMATION].

***Man-Made Disasters***  
Mass violence event  
Shooting  
Fire  
Bio-terrorist attack  
Terrorist attack  
Chemical spill  
Oil Spill  
Power outage  
Dam failure  
Radiological emergency  
Nuclear explosion  
Pollution  
Gas leak  
***Natural Disasters***  
Epidemic/Pandemic  
Tornado  
Flood  
Hail  
Snow, Blizzard  
Ice Storm  
Drought  
Dust Storm  
Fire  
Earthquake

**SAMPLE SOCIAL MEDIA POST**

In light of the recent [INSERT DISASTER], [INSERT YOUR FOUNDATION] is accepting donations to assist victims, survivors and charitable organizations serving our community. We are a 501(c)(3) charitable organization, and your donation stays in the [COMMUNITY]. For more information, visit [www.centralkansascf.org](mailto:emergencymgt@elkcountyks.org).  
 ***Donate Now*** - [LINK DIRECTLY TO FUND ONLINE]

**TALKING POINTS for DISASTER UPDATES**

These talking points should be used only on a weekly basis during the crisis, unless there are significant events that take place.

* In only XXX days, we have received $XXX in charitable donations.
* $XXX have been directed through charities doing the front-line work in our community. Disaster response grants include [CHARITY, PROGRAM], [CHARITY, PROGRAM] and [CHARITY, PROGRAM] to date.
  + These will include samples of grants given during this time. i.e. Habitat for Humanity for building supplies to rebuild homes lost during the tornado, etc.
* At this time, *(select all that apply, providing an update for current funding needs)*
  + we are still facilitating gifts for response efforts
  + it is clear more financial assistance is needed to help with the ongoing [DISASTER]
  + we believe the immediate needs shall be met by gifts currently made
  + we are no longer seeking contributions
* The [COMMUNITY RELIEF FUND] currently has $XXX. We will continue to support the ongoing disaster response efforts in these ways: [NEED TO MET], [NEED TO MEET], [NEED TO MEET].
  + Responses could include providing water and supplies to clean-up crews, providing medical equipment to local hospitals and care providers, purchasing soap for oil spill cleanup, etc.
* We thank you for your generous support during this time. Your gifts have made it possible to recover and build resiliency during this time of crisis.

**LOCAL NEWS ORGANIZATIONS**

News media experience high turnover rates, therefore, we are providing you with basic contact information for local news stations and newspapers. These e-mail addresses and telephone numbers will get you access to the general news line. However, we encourage you to visit relevant news media sites to and determine who is the current News Editor.

**KAKE TV**  
[kake.com](mailto:rfrank@marionks.net)   
(316) 943-4221  
<mailto:news@kake.com>  
  
**KSN TV**  
[www.ksn.com](http://www.ksn.com)  
(316) 265-3333  
[https://www.ksn.com/connect3now/](https://www.harveycounty.com/departments/emergency-management/emergency-contacts/210-gary-denny.html)  
  
**KWCH TV**  
[www.kwch.com](http://www.arkvalleynews.com)  
(316) 838-1212  
<mailto:news@kwch.com>  
  
**Wichita Eagle**  
[kansas.com](http://www.centralkansascf.org)  
(316) 268-6000  
<mailto:MRoehrman@wichitaeagle.com>  
  
**Newton Kansan**  
[thekansan.com](https://www.ksn.com/connect3now/)  
(316) 283-1500  
[mailto:cfrey@thekansan.com](http://www.kake.com)  
  
**Newton Now**  
[harveycountynow.com](http://www.harveycountynow.com)  
(316) 281-7899  
[harveycountynow.com/contact](http://www.kansas.com)  
  
**Harvey County Independent (Halstead)**  
[harveycountynow.com](http://www.harveycountynow.com)  
(316) 835-2236  
[harveycountynow.com/contact](https://harveycountynow.com/contact)  
  
**Hesston Record**  
[harveycountynow.com](http://www.centralkansascf.org)  
(316) 281-7899  
[harveycountynow.com/contact](https://harveycountynow.com/contact)  
  
**Hillsboro-Star Journal**  
[starj.com](http://www.thekansan.com)  
(620) 382-2165  
[mailto:news@marioncountyrecord.com](http://www.kwch.com)  
  
**Peabody Gazette-Bulletin**  
[peabodykansas.com](http://peabodykansas.com/)  
(620) 382-2165  
<mailto:news@marioncountyrecord.com>  
  
**Marion County Record**  
[marioncountyrecord.com](http://www.marioncountyrecord.com)  
(620) 382-2165  
[mailto:news@marioncountyrecord.com](http://www.starj.com)  
  
**Ark Valley News**  
[arkvalleynews.com](mailto:cfrey@thekansan.com)  
(316) 755-0821  
<mailto:news@arkvalleynews.com>  
 **Butler County Times Gazette**  
[butlercountytimesgazette.com](mailto:angie@centralkansascf.org)  
(316) 321-1120  
[mailto:news@butlercountytimesgazette.com](mailto:news@starj.com)  
  
**Wilson County Citizen**  
[wilsoncountycitizen.com](http://www.wilsoncountycitizen.com)  
(620) 378-4415  
[mailto:news@wilsoncountycitizen.com](http://www.harveycountynow.com)

**FREQUENTLY ASKED QUESTIONS**

***Are donations to the Community Foundation tax deductible?***

The Community Foundation is a 501(c)(3) charitable organization and therefore donations are fully tax deductible to the extent of the law. We encourage you to reach out to your tax professional to determine the extent to which your donation is tax deductible.

***Does our donation stay local?***

Yes, your donation stays in the community you supported within our central Kansas service area unless otherwise noted. It will serve those in most need during this disaster, including victims, their families, survivors and will help assist needs organizations in serving their mission during this time.

***Who decides where the money goes?***

Our local board of directors will convene to review requests for funding and distribute the funds as needed in the form of grants. We work with local agencies and individuals to determine greatest need. In other words, together we determine where the money will have the greatest impact. All grants are retroactively approved by the Central Kansas Community Foundation, our governing body and fiscal agent.

***Does my whole donation support this community or does the Foundation charge administrative fees?***

Central Kansas Community Foundation reserves the right to assess a fee on gifts made to disaster response funds. This decision will be finalized by CKCF at the time the fund is activated post-event.

***Why can’t I just give to the Go Fund Me fundraising campaign my friend set up?***

You can. However, you may not know where the money goes and how it is spent. The Foundation provides a list of those to which we have provided aid. It is available in our 990 report each year. The Foundation is a safe and local place to give money. We are available to answer your questions or provide assistance anytime. Just contact [SPOKESPERSON AND CONTACT].

***Can I give online? Will there be credit card processing fees?***

Yes, you can give a donation through our secure, online donation system. Visit <https://centralkansascf.fcsuite.com/erp/donate> and then find the fund or community of your choosing. There is a credit card processing fee. Our system allows you to pay that. If you choose not to, it will come out of the total of your donation. Example: You give $100, $3 is paid to the credit card company and a total of $97 is deposited into the fund if you do not indicate your desire to pay the fee.

***Can I give locally? Who do I make the check out to?***

Make your check payable to [COMMUNITY FOUNDATION] and put “Disaster Fund” in the memo. Often in times of disaster we partner with local banking institutions for ease and convenience for giving donations. Check to see if this event allow you to drop off a check or cash at [LOCAL BANK], where we are accepting in-person donations on behalf the foundation.

**SAMPLE MEDIA RELEASE**

**News Release**  
FOR IMMEDIATE RELEASE  
[DATE]  
  
Contact: [SPOKESPERSON NAME]  
Board Member, Public Relations  
[COMMUNITY FOUNDATION]  
[PHONE NUMBER]  
[EMAIL]

**[Community Foundation] Accepting Donations for   
Victims and Survivors of [Disaster]**

[CITY, KS] - [COMMUNITY FOUNDATION] (CF ACRONYM) is the official 501(c)(3) charitable organization accepting donations for victims and survivors of the recent [DISASTER] in [COMMUNITY NAME].

[CF ACRONYM] has activated our [COMMUNITY/COUNTY] Relief Fund and in working with local disaster response officials, have identified [RELIEF SERVICE(S)] as the needs we will be funding. Through an application process, charitable organizations will be able to apply for funding in the form of grants to help those in most need of assistance.

“Along with our donors, our role is to make sure that victims, survivors and service providers have everything they need to respond to this disaster, with zero financial burden,” said, [SPOKESPERSON]. “Our ultimate goal is to help our beloved community respond, recover and build resiliency as a result of this tragedy.”

If you wish to make an online donation, please visit [www.centralkansascf.org](mailto:news@marioncountyrecord.com). To make an in-person donation, please visit [LOCAL BANK/COMMUNITY ENTITY].

If you are a qualifying 501(c)(3) agency providing services related to [DISASTER], please visit centralkansascf.org to complete a grant application for funding.

Please contact [SPOKESPERSON] at [PHONE NUMBER] if you have any questions or concerns.

# # #

**ADDENDUM**

In the case your community experiences total loss as a result of the disaster, CKCF will activate this disaster plan on your behalf. In the case CKCF experiences total loss, we will appoint a chain of command for response through the following staff persons.

1. Community Foundation board/staff of affected community
2. Central Kansas Community Foundation (host to affiliates) (Angie Tatro)
3. Disaster Response (Susan Lamb)
4. Affiliate Liaison (Becky Nickel)