

# 2020

## JOINT ASSOCIATION EXECUTIVES INSTITUTE

MARCH 13-16, 2020 | San Diego, CA



#NARAEI2020



# Crisis Management and Communications for Associations

Friday, April 3, 2020  
12:00 noon EDT

\*Stay Tuned.  
We will get started soon!\*



# CRISIS MANAGEMENT & COMMUNICATIONS

- Preparing to work from home
  - If you have 24 – 48 hours
  - If you have NO TIME!!
- Staff & Member Communication before & during crisis



**SHOULD I GO OR SHOULD I STAY NOW...**

**MAKING WORK FROM HOME – WORK!**

**WHAT TO DO WHEN YOUR HOME IS ABOUT TO BECOME YOUR OFFICE**

# BEFORE the CRISIS

- **Create a Disaster or a Crisis Plan**
  - **Remote Work Policy-Plan to Work from Home Potentially for a Long time**
    - **All Employees have laptops, iPads, at home internet or a hotspot**
    - **Utilize cloud storage for access to documents and records**
- **Reserves Policy – Know what it says and how it can be used in an emergency – can you buy laptops or hotspots if needed?**
- **Office Closure Policy**
- **Insurance – coverage & deductibles**
  - **What is Required to activate any force majeure clauses?**

# DURING the CRISIS

- **Coordinate Resources**
  - **State Associations**
  - **NAR**
  - **State and Local Government**
  - **Utilities**
  - **Relief Organizations or, in the case of COVID-19, the Federal Government**

# BUT ARE YOU REALLY READY?

## *FILES & PAPERWORK*

*Membership - Contracts - Accounting*

## *BACKUPS & TECH*

*Offsite Backups - IT Support - Cloud/VPN  
Laptops - Office Phones  
Virtual Meeting Capability - Staff Comm*

## *CONTACT INFO*

*Email and contact info for:*

- Every member*
- Fellow AE's*
- State AE's & staff*

## *ONE BIG BINDER*

*Bylaws – Policy – Employee - R&R  
Insurance – Payroll - Attorney*



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# T MINUS 24-48 HOURS

## THE OFFICE

Pictures  
Pack for a month  
Pack up your room  
Phones  
Exec Comm/Crisis Team  
Comm

## STAFF

Talk & Plan  
Group Chat  
Give them time to  
prep their homes

## YOU

Download Contracts  
Phone numbers  
Binder  
Files – employee?

## MEMBERS

Set expectations  
Start communicating



WHAT IF YOU DON'T HAVE 24-48 HOURS.....

***CALL ME –  
ANYTIME....  
& MESSAGING***

**YOUR DIGITS**

Cannot stress this enough

**EMAIL COMMUNICATIONS**

**RESOURCE PAGE**

**TEXT**

# *CALL ME – ANYTIME.... & MESSAGING*

- MAKE SURE MEMBERS KNOW HOW TO REACH YOU
  - SOCIAL CHANNELS
  - VIDEO
  - TELL MEMBERS WITH **EVERY** COMMUNICATION HOW TO REACH YOU

# ***CALL ME – ANYTIME.... & MESSAGING***

- MAKE SURE MEMBERS KNOW HOW TO REACH YOU
  - USE YOUR INFLUENCERS TO GET THE MESSAGE OUT
    - SOCIAL INFLUENCERS
    - INSTRUCTORS

# ***CALL ME – ANYTIME.... & MESSAGING***

- MAKE SURE MEMBERS KNOW WHAT SERVICES TO EXPECT
  - LEGAL HOTLINE
  - TECH HELPLINE
  - EDUCATION
  - VIRTUAL MEETINGS
  - ETC. ETC. ETC.

# *STAFF COMMUNICATION*

## INSTANT MESSAGE

Slack MS Teams

## ZOOM STAFF MEETING

Work & Fun

## TEAM BUILDING

Exercise Challenge – Cookoff

# *WORKING FROM HOME... GOOD TIMES...*



**Focus**

**SETUP SPACE**

**SET HOURS & ROUTINE**

**TAKE BREAKS**

***FOREST* – a CHROME extension**

Plant a virtual tree – it will grow on your screen for 30 minutes – it will DIE if you check social media or other sites!

# Q&A





# Resources:

- February 2020 *REALTOR AE Magazine*: [How to Steer Your Association Through a CRISIS](#)
- MAR's [Crisis Response](#) article (which is one of our two [related documents in RARE](#)) was highlighted in *REALTOR AE Magazine* in 2014.

# THANK YOU!



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