



Crisis Communications Services

Primary package of services

Ashire works with nonprofits and similar organizations to get them prepared for a crisis that could harm their reputation. This package of services includes:

- Developing a customized crisis communications plan
- Drafting templates for public statements and news releases
- Developing contact lists
- Creating a dark web page that can be activated in a crisis
- Training the crisis communications team
- Basic media training for spokespersons
- Conducting a crisis communications drill

Ashire guides nonprofits step by step to become better prepared for crises. We create an easy-to-follow written plan in consultation with the organization's leadership team. Our training relies heavily on cases studies about actual crises, which makes the training realistic and engaging.

Other services

- The primary package of services can be tailored to meet the organization's specific needs
- Annual follow-up services, including plan updates, refresher training and drills
- Assisting with an actual crisis

*For more information or to arrange for services,
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