

Presented by the
2020-2022



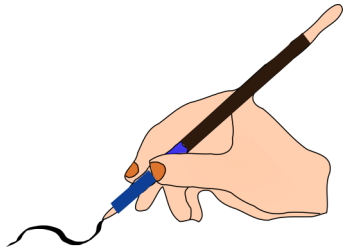
California Federation of
Women's Clubs
Leadership Team

California Federation of Women's Clubs



**Leadership
Crisis Management
2020-2020**

BC – Before the Crisis



Have an Emergency Plan, this plan should be very basic. Because whatever happens will not be what you plan for. Be flexible. Who would plan for a earthquake, fire or a flood that would wipe out a whole town or the Coronavirus.



Have
“Emergency Fund” to help Club Houses and Club Women. Keep it simple. Money that your Club Women give to this fund is only for Clubs and Club Women. We would love to help the world, but you will run out of money fast if you do not limit who you help. There are lots of other groups to give money to that help everyone.

Notes or a plan with goals and objectives



Make a plan; the more you plan the better you will become.

You need a goal to start a plan. Where are you going, what do you want to do.

Goals should be simple, you can make more than one goal for a project.

Goal: to do the weekly Shopping

Objectives:

These are **the steps** you will take to reach your goals.

Start with the first thing you need to do and arrange the steps in the order you need to accomplish you goal.

- I need cat food from the pet store then
- go to the hardware store for nails then
- go to the drug store for meds then
- go to the meat market for hamburger
- go to the produce market for tonight's veggies

Soon you are done with your shopping.

Everything you do from shopping, to writing & sending out an agenda to an emergency plan can have a goals with objectives. It works for everything.

Email newsletter that any member can access. All officers & chairmen can send in articles to keep members up to date on projects, meetings and other information as needed. Death of important or widely know members can be reported here.



Facebook pages that all members can read- with limited access to posting. No deaths reported here. Happy & Fun News. Tools on how to do web based items. Controls are needed to keep the crazy people off your page, and they are out there.



Website with fuller contents- things like chairmen pages, photo gallery, sign ups for email newsletter, ability to purchased hard copy regular newsletter, if you have one, access to Bylaws, resolutions. Posting through a Web Master.



Don't forget a quarterly or even a monthly **magazine** or newsletter delivered by snail mail. Reports or letters from all the Officers especially the Big 3- President, First & Second Vice Presidents, from Chairmen about projects or about what was done. Photos of clubs with projects that the clubs have done. Ads for Conventions or from sponsors. Color is great but Black & white is acceptable.



Depending on if size of this group, a **phone tree**. It is difficult for a district or State, but most clubs and smaller States and Districts can do this. This could also be an email tree. One person can do an **email tree** if you are small enough or you can use a service like **Constance Contact, Mail Chimp** or one of the many other groups.

Reflect on Why things did or didn't go right

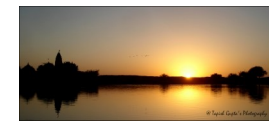
Ways to reflect

Write down what happened at an event or talk right away.

Don't miss key items or details

How did you feel towards others & what happened

Let your mind wander, write it all down



How to reflect

Write down actions that you can do?

What do you need to do differently?

How can you do it differently?

Will you do it differently?

What do you need to do the same?

What do you need to learn?

What do you need to practice?

Be positive about what you need to do or not do?

Understand what happened.

Think about ways to keep it from happening again or keep it happening again.

Don't limit your self to online mass media methods of communications. The **phone tree** still works well.

"Use Reply All" on your email. Everyone can keep in touch that way. It is the one time you want everyone's email.

Send **cards**. Members still like getting **snail mail cards** that shows them other members care.



Revisit your emergency Bylaws & your emergency plans from time to time. Set it up in your Bylaws or in a Standing Rules how often you want to re-visit the plan. Don't make it too often or it will be a burden but make it often enough to keep it up to date.



DC- During the Crisis

It is important in the beginning to get **something out early**. This shows you are on top of things and you care. This goes for any length crisis.



Have a **business meeting** with your Officers if you are President. Have an agenda- just like any other meeting. Find out what they want. Do anything that is needed right away. Cancel your Convention or meeting if need be.



Plan, what you need to do with your Officers for this emergency. What is special about this emergency that you may not have thought about before? Set a goal and make objectives on how you will reach that goal. Something like we need to have a statewide election, and this is what we are going to do to make that happen. A, then B, then C. until you know what you are going to do to make that election happen. Check your emergency Bylaw.

Set a time-table. You do not need to tell anyone what your time-table is right away, but you need to have one so that you can be prepared and look like you are in control and on top of things. Your members will catch on that every few days you are giving them information. Keep the messages coming even when things calm down. What a delegate is, when are the ballots are coming to Club Presidents, let us know if anyone is sick. When will you tell them who is elected? Do each item one at a time. Give them time to digest the one piece before going on to the next.



Do not keep secrets. It will only hurt you in the end. Your members won't trust you if you keep any secrets. They want the truth no matter how good or bad it is.



Be there to **answer questions** and do just that answer every single question like it is the most important question you have ever heard. Members may be really scared. It is your job to be calm and to calm down everyone even if you don't feel calm.

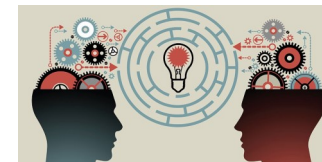
AC- After the Crisis



Be honest. Ask Questions. Did your plan work? Yes or no. if it worked what would have helped it work better? If it didn't work, what went wrong? Was it a single person or a whole group or the plan itself?



Re-write the plan for next time. There will always be a next time. Use what worked and leave a good solid plan for the next team.



Write an **emergency Bylaw**, learn **Zoom** or another online communication system that works well for you. Learn **online ways to vote**. You can use **Election Buddy and Survey Monkey**. some teams think **Skype** is harder to use than **Zoom** but in the middle of the Crisis Zoom changed its protocols making it hard for the members we were trying to teach Zoom.