

# COMMUNICATING ABOUT CORONAVIRUS



*P2P Event Emergency  
Preparedness Checklist*



We are beginning to see the impact of the new Coronavirus on our clients' P2P events as many are struggling with the decision to cancel, postpone or change formats for their in-person events. Our goal with this checklist is to be proactive and provide recommendations for activities that can help to improve communications around your decisions. These communications, while difficult, will result in increased trust and deepen your relationships with your constituents.



We often see organizations focus their P2P communications around event day, rather than the true purpose of these events — fundraising. While not ideal, the Coronavirus provides the opportunity to remind your community what your event is all about and the fact that fundraising activities can and should continue! Your fundraising platform, Boundless Fundraising mobile and social apps and even your Facebook Fundraising engagement efforts through automated messaging platforms allow participants to continue to solicit and thank their donors virtually, and position your mission front and center.

*What should you consider doing?*



## P2P Event Emergency Preparedness Checklist

### 1

## Be Proactive.

**Send out a focused and direct email communication to all registered participants that outlines your organization's position on the Coronavirus.**

Is your event canceled or postponed? Are you transitioning to a virtual event?

If or when anything of significance changes, be sure that you communicate those updates to all of your registered participants.



### 2

## Leverage your team captains.

**Use your team captain e-communications**, if applicable, to provide talking points that they can use when speaking to their team members.

Remember, team captains are your strongest advocates and they can be a strong audience to reinforce your message.



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### Add an alert to your scheduled e-communications.

You can do this by adding a content block above your main content area, or a new introductory sentence or paragraph.

#### 2020 NEWS UPDATE

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Include details about any changes being made to the event and a contact email for those with questions. The fundraising CTA and tips are still relevant so there is no need to re-create every single email.

4

### Review your current emails.

Emails providing event date/location details or that are purely focused on event day information may require additional edits or need to be removed from your schedule.



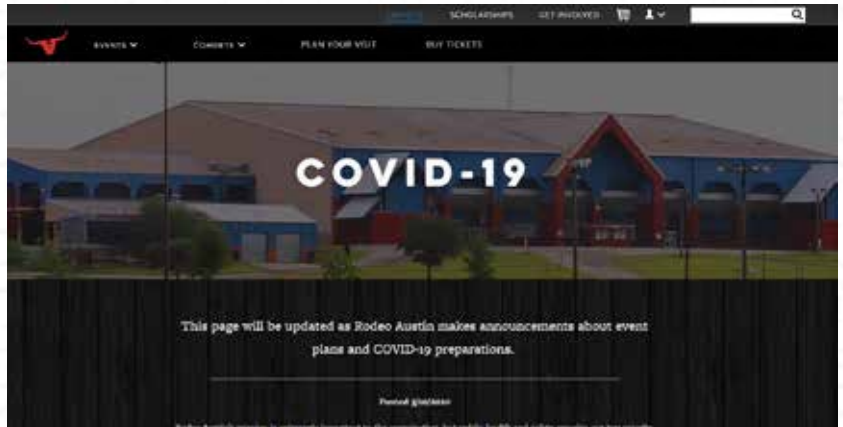


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### Add an information page to your event website.

Use this page as ground zero for all details on how you are addressing the Coronavirus.



When updates are made, be sure to add the date so that your constituents can see recency and have confidence that you are providing regular updates.

6

### Update your FAQ page.

**Add the following question to your FAQ page** with a link to the newly created page:

“How is the new Coronavirus affecting my event?”



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### Add a Special Call-Out on Your Event Page.

Consider adding a **lightbox or drop-down banner** to your landing page that has the same information and link as that in your FAQ.

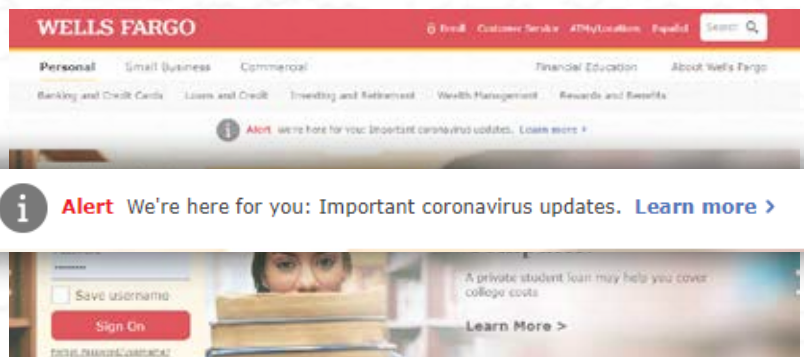
This can be set to trigger on every visit or can be spaced out (every second, third or fourth visit).

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### Add An Information Page to Your Main Site.

You should also host a **Coronavirus information page** on your main site.

While information on your event page is important, many participants (and even some donors) will come to your organization's main website for that information. If your organization hosts multiple events, include links to the event specific information pages.





### 9

## Be Prepared for An Influx of Support Calls and Emails.

It is important that you consider how to address the increasing need for support. Calls and emails will be coming into local chapter or affiliate offices as well as via national channels.

To support your staff, create a one-page FAQ that outlines your organization's stance on the Coronavirus and provides any changes being made to events. If chapters/affiliates are concerned about having enough resources to meet the call/email volume, consider utilizing a national staff person, a volunteer or an intern specifically for this situation (and include their contact information in the alert mentioned above).

While the chapters will likely still see an increase in volume, the majority of individuals will use the contact information provided in the alert.

### 10

## Don't Forget Your Push Notifications.

If your event program currently uses the **Boundless Fundraising™ Mobile App**, you might consider altering your push notification schedule to avoid any confusion on the part of your participants. Simply submit a ticket through our [Portal](#) and a client coordinator will reach out to discuss options.

AND REMEMBER —  
**WE'RE HERE TO HELP!**



*Contact Charity Dynamics for help in setting up a lightbox, page, email, push notifications, or on-demand support.*