

Nonprofit News

Your Website: Pre-Disaster Recovery Planning

By Gina Furia Rubel, Esq.

Natural disasters and cyber-terrorism are increasing on a global basis. From hurricanes, tsunamis, tornados and wild fires to website hacking and malware, companies need to be prepared for crisis. While there are many aspects of crisis and disaster recovery planning, one thing you need to address is your business online. Ask yourself:

Where (physically) are our website files? Are they on a server somewhere, are they on the cloud or are they housed on your office server?

It is important for management to understand website hosting protocol. Don't just rely on your marketing department website design partner or IT department for knowing where to find these files. Have the information compiled in a document that is stored off-site and accessible to key management.

Do you back up your website files regularly in order to restore them if the files go missing?

Hard backups of your website can often be made through a hosting company. The cost of this depends on the frequency of how regularly you want to pull the site backups and where you want those backups stored (on a CD and mailed to you; in the cloud, etc.).

Do you have access to the information you need to provide it to an IT or external web expert should there be a problem you cannot handle or diagnose from within the firm?

Just knowing where your information is hosted isn't always enough. There are various forms of information (such as access to the CPANEL which will allow any web programmer to view, copy and edit all your website files at any time) that are critical to your online presence. Other critical information includes: FTP / SFTP protocol; DNS credentials; IP address; and database location and access.

Do you have a disaster recovery team identified and trained in the event of a loss of data? If you have multiple offices/locations, what is the communication protocol should there be a disaster at headquarters?

The first thing you need to do is to identify your Crisis Response Team (CRT). With organizations that have multiple offices, it is important to have an A-team and a B-team should one office be completely devastated. Within the teams, detail who will serve as the spokespersons to handle internal and external communications and public relations. Detail the responsibilities that each person will have. Be sure to include emergency telephone numbers, establish a CRT command post, detail your crisis response procedures based on various scenarios, draft holding statements and public communiqué (press releases, website statement, voicemail message, etc.), and have a person identified on the CRT who can make decisions and implement web recovery efforts.

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While there are some organizations that have yet to put stock in the internet, most well-run businesses understand that their online presence, in many respects, is just as important as their brick-and-mortar counterparts. Just as you should have flood insurance if your organization is located in a flood plain, you should always put measures in place to protect your organization online.

Gina F. Rubel, Esq., is the owner of Furia Rubel Communications, Inc., a Doylestown-based strategic marketing and public relations agency. Gina and her agency have won many awards for communications, PR, media relations, website and graphic design, strategic planning, corporate philanthropy and leadership. She maintains a blog at www.ThePRLawyer.com, is a contributor to *National Law Review*, *The Legal Intelligencer Blog*, *AVVO Lawyernomics* and *The Huffington Post*. You can find her on LinkedIn at www.linkedin.com/in/ginafuriarubel or follow her on Twitter at <http://twitter.com/ginarubel>. For more information: www.FuriaRubel.com



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**Join Gina Furia Rubel, Esq. and
the Catalyst Center for
Nonprofit Management for:**

*Crisis Planning for Nonprofits:
From Minor Events to Major
Disasters*

*November 12, 2013
12:30-4:00 pm*

*Participants will receive a free
Surviving a Crisis: Practical Strategies for
Nonprofit Organizations*

Compliments of Foundations Community
Partnership

Register at:
[http://www.catalystnonprofit.com/
training.htm](http://www.catalystnonprofit.com/training.htm)

Thanks to our Corporate Sponsor MileStone Bank, and our host for the event, the Hepatitis B Foundation, the registration fee is waived.

FREE & Almost Free Grantwriting Resources!

How do you convince funders to give to your cause?

Your nonprofit can use any of these tips, shared on IdeaEncore.com, to create a compelling statement of need and case statement that grantmakers and donors won't be able to resist.

If you've never written a case statement, looking at a sample from another nonprofit is the best place to start. The University of San Diego has shared *Case Statement – GreaterGoal* so you can see how your peers write a case statement.

Some of the experts have shared their strategies for writing a case statement or statement of need on IdeaEncore.com. For a comprehensive toolkit, check out this *Grant writing toolkit - Needs Statement* from the Center for Nonprofit Excellence, United Way of Central New Mexico.

If you don't need an entire toolkit, you can use the *Questionnaire/Checklist for Case Statement Evaluation* from Linda Lysakowski, LLC to make sure you're on the right track.

A successful grant proposal has more than just a great statement of need. You can find two affordable checklists for grantwriting on IdeaEncore.com, *JVA Grant Proposal Checklist* and *Successful Grant Writing - A Check List*.

Grant writing and fundraising are some of our most popular topics.

We are reaching out to the nonprofit community by sharing numerous checklists, articles and tools on IdeaEncore www.ideacore.com.



#GIVINGTUESDAY

What is #GivingTuesdayBucks?

We have a day for giving thanks. We have two days for getting deals. Now we have a day for giving back! Tuesday, December 3, 2013 will be a national celebration of generosity, a day to give a gift that makes an impact, and we would like to bring it to Bucks County and offer donors an opportunity to give an on-line donation to support the work of nonprofits serving Bucks County. It's a way to give donors an easy option to be a part of something big, and include what they care about as a part of their holiday giving.

As we enter the holiday season of giving gifts #GivingTuesdayBucks offers us the chance to celebrate all the great work being done to help make Bucks County a better, healthier, stronger and more beautiful community for everyone.

History

The Giving Tuesday project started nationally in 2012. The #GivingTuesdayBucks initiative grew out of the collaborative work of the Bucks County Fundraisers Group. Founded in 2010, the Bucks County Fund Raisers Group is comprised of development and marketing professionals that meet to discuss fund raising issues and share peer-to-peer best practices.

With help from our web media partner, IQnection Internet Services, a new website was launched October 8, 2013 promoting online giving to nonprofits serving Bucks County, www.givingtuesdaybucks.org. Nonprofit partners will be featured on that website and potential donors will be able to click through to nonprofit partners' websites. The Giving Tuesday initiative is a grass roots effort.

Participant Requirements

1. The organization must be located in Bucks County or serve Bucks County residents.

2. The nonprofit must be a 501c3 and able to receive donations online.

They commit to providing (through electronic submission process):

- Logo in jpeg format (300 dpi)
- Description of mission/client impact - limit 300 characters
- Web address for the organization
- Web address for the donate page of their website

Questions? Please contact any of the members of the #GivingTuesdayBucks volunteer planning committee:

- ◆ Kathy Beveridge, Spark Nonprofit Consulting
215-262-1372
- ◆ Laura Biersmith, Mercer Museum
215-345-0210 x129
- ◆ Alex Dashkiwsky, Heritage Conservancy
215-345-7020
- ◆ David Ford, Family Service Assoc.-Bucks Cty
215-757-6916 x208
- ◆ Eric Jacobson, IQnection Internet Services
215-345-5424 x7215
- ◆ Florence Kawoczka, Habitat for Humanity of BC
215-822-2812
- ◆ Jen King, Penn Foundation
215-453-5190
- ◆ Tony Luna, Pearl S. Buck International
215-249-0100 x130
- ◆ Melissa Mantz, Bucks County Housing Group
215-598-3566 x130
- ◆ Jessie Marushak, Bucks Cty Opportunity Council
215-345-8175 x204
- ◆ Ann McCauley, Bucks Cty Audubon Society
215-297-5880
- ◆ Tammy Schane, Heritage Conservancy
215-345-7020
- ◆ Liz Vibber, Catalyst Center for Nonprofit Mgt
215-343-2727
- ◆ Joe Wingert, Bucks County Herald
215-794-1096 x120

Not located in Bucks County but want to participate in Giving Tuesday?

Check out the Philadelphia effort at:
#GivingTuesdayphl
www.generocity.org

Or nationally at:
www.givingtuesday.org



A SPECIAL
Thank You to the
team at IQnection
whose in-kind
support of the
project resulted in a
beautiful website.

The Catalyst Center 2013 Fall Series

Crisis Planning for Nonprofits: From Minor Events to Major Disasters



November 12, 2013
12:30-4:00pm

Gina F. Rubel, Esq.
*Furia Rubel
Communications, Inc.*

While very few nonprofits have formal crisis communication plans in place, every nonprofit needs one. When a crisis arises, the news will spread like wildfire in today's age of social media. As a result, a minor incident can become a disaster in a matter of seconds. Crisis communication plans are more important than ever.

This program will cover:

- Why crisis communication plans are necessary (from the errant tweet to the nationally publicized disaster).
- What should be included in a crisis communication plan.
- Who should be involved in the planning and management of a crisis and their roles and responsibilities.

- Who should speak and when - the nonprofit spokesperson.
- Why a crisis communication plan is the best insurance policy.

Location:

The PA Center for Biotechnology, 3805 Old Easton Rd., Doylestown, Pa

Registration:

Thanks to our Corporate Sponsor MileStone Bank, and our host for the event, the Hepatitis B Foundation, the registration fee is waived.

Please note that registration is required:

www.catalystnonprofit.com/training.htm to register or contact Liz Vibber at 215-343-2727

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