



CONTINGENCY PLANNING & COMMUNICATION PROTOCOL FOR GIVE STL DAY - MAY 5




We are confident that Give STL Day will run smoothly, but it is always a good idea to be prepared for the unexpected. This document describes how to get information on the status of the Give STL Day website, how to contact the Foundation if you encounter any issues, and tips for preparing a “Plan B” for your organization.

Status Page on the Foundation’s Website

This web page on the Foundation’s website provides real-time, up-to-date information on the status of many different elements of the Give STL Day website. This will be your go-to place to receive communications from the Gives Day Team on important updates throughout Give STL Day. Please bookmark this webpage in advance of May 5.

➔ **BOOKMARK THIS PAGE** – <https://stlgives.org/givestldaystatus/>

On the page, you will see a variety of website elements are listed, and a Give STL Day icon next to them that indicates the status of each element:

	Blue Square: Fully functional
	Orange Square: Known issue, resolution in process
	Red Square: Function is down or disabled, resolution in process

We will provide periodic updates on the status log, located at the bottom of the page. **Please check this site before communicating with the Foundation or donors about the status of GIVESTLDAY.org as the Status page may provide useful information regarding the issue you notice or a potential resolution.**

If you experience any issues with the website or anything else related to the Foundation's role on Give STL Day, the Web Status Page should be your first stop to check for updates. **If you do not see your issue reflected on the status page, contact us at info@stlgives.org or use the Direct Support Feature to report the issue(s).** We will work to resolve and update the status page with information for others as quickly as possible.

If the issue is user-related and not system-wide, we will not update the status page and will respond to your inquiry directly. If the Status page itself goes down, we will email all users within the hour.

If a problem persists, the St. Louis Community Foundation team will

- Post to the Give STL Day Status Page [here](#)
- Send communication via email to all Give STL Day users in our database
- Populate an alert text on givestlday.org and stlgives.org,
- Post to Foundation's social media channels – [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#)
- Post to the [Give STL Day Nonprofit Collaborative Community on Facebook](#)

If you experience any issues, please reach out to Foundation staff immediately at info@stlgives.org or use the new support feature.

What Happens If...

- **If full donation functionality is lost on the Give STL Day website**, Foundation staff will send updates on the status of the repair as soon as possible.
- **If donation capability does not return fully functional**, we will notify you of our recommendation moving forward, including the option to begin accepting gifts through your own websites or other methods.
- **If donations capabilities resume after you have already made the switch to another platform**, you can resume your campaign using the givestlday.org website or, if you feel that it would be difficult to do so, you can continue using your own platform and posting gifts as offline donations. Should this scenario take place, we will ask all nonprofits to submit their totals using an online form. A link will be provided to you on the status page on the Foundation's website

BE PREPARED!

Here are a few items you should do now to help prepare for the unexpected:

- Make sure to bookmark the [Status page](#) and check often on May 5
- Create an emergency contact sheet that lists all the important people, websites, and contact info you will need. Some suggestions:
 - All staff and volunteers (cell #s and email)

- Web Status Page: <https://stlgives.org/givestldaystatus/>
 - Email: info@stlgives.org
 - Email to submit issues with the website, etc.
 - Log in information for:
 - Your organization website
 - Social Media Accounts
 - Give STL Day Profile login (to download donor info)
- Make sure your organization's own website is prepped and ready to use to accept donations.
 - If you do not have donation functionality on your website, consider getting one, or finding another way to accept online donations
 - Make sure you have a way to track your donations that you receive through other channels, so you can report them to the Foundation.

Communication

Communicating with your key audiences is a key part in any managing issues that arise and maintaining momentum. As Give STL Day updates are provided through the Status page, be sure to communicate with your donors. Some suggestions:

- Update the front page of your website with information
- Post on social media
- Pre-draft emails with information about your plan and how to continue donating should the Give STL Day website go down as well as an email to alert donors should the website go back up.
- Make a few phone calls to key donors or stakeholders (board members, etc.)

The Unknown

It is easy to get overwhelmed thinking about every single thing that could go wrong, so try to breathe and be as prepared as you need to be to mitigate issues. Here are some other issues (non-website related) that could occur and a few tips on how to prepare:

- Your organization's communication methods fail (i.e. Constant Contact, Mail Chimp or email server goes down, Twitter or Facebook unavailable (unlikely), issues with phones, etc.)
 - **How to prepare:** Use a variety of communication tools. Don't put all your communication "eggs" in one basket! This way, should one of them fail, you can rely more heavily on others. Also, get familiar with another email software. Most will provide you with a free 30-day trial.
- Employee or volunteers are sick or unavailable at the last minute to run your campaign
 - **How to prepare:** Recruit one or two additional staff or volunteers and prep them as alternates to take over should there be a need. Make sure these alternates are listed on

your emergency contact sheet. Also, try and do as much prep work as possible before the day such as scheduling social media posts, and drafting/scheduling email blasts.

Planning for a Give STL Day contingency plan can feel overwhelming, but a little extra work now can set you up for a more stress-free May 5. If you have any questions or concerns, please don't hesitate to contact us at info@stlgives.org.