



Crisis PR & Issues Management

ABOUT ALDER

An unexpected crisis can be a testing time for CEOs and senior management in a charity. The communication demands are intense, and decision making has to take place at high speed and under great scrutiny.

Alder specialises in supporting clients at such times, with a combination of PR support, strategic counsel, and stakeholder management advice. With many years' experience, and working with the country's leading charity lawyers, we advise on how to handle a whole range of issues that can arise from a sudden incident, legal dispute or unexpected communications challenge.

“We felt very supported with Alder's sensible guidance. Alder was extremely responsive, and we have only positive feelings about the entire experience with Alder”

Legal Director, health and social care charity

Alder /'ɔːldə / noun

The alder tree has long been a symbol of protection, stability and restoration. Its wood was historically employed for the building of wharves and flood defences. Even after centuries under water, alder doesn't rot, but is instead strengthened by every breaking wave.

AREAS OF EXPERTISE

Charities often face intense scrutiny from politicians, journalists and beneficiaries, and the risks of reputational damage for the sector are intensifying. Whether you're dealing with the behaviour of employees and volunteers, executive pay, governance failures or employment disputes, protecting a charity's reputation can quickly escalate from business-as-usual to crisis management.

We help in-house PR teams and senior management at a broad range of charities, NGOs and not-for-profits – including religious institutions; campaigning groups; and those providing education, health and social care services – communicate quickly, fluently and empathetically at such difficult times.

Issues include:

Arrests and criminal trials

Accidents and sudden deaths

Inquests

Regulatory failures

Employment disputes

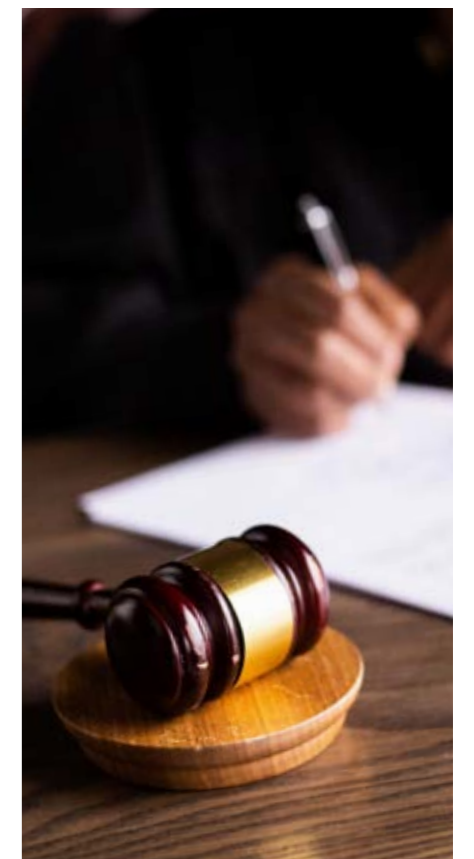
Criminal trials

Equality, diversity and inclusion matters

Behaviour of staff and volunteers

Governance failures

Litigation



OUR SERVICES



BEFORE A CRISIS: BUILDING RESILIENCE

Crisis communications manual

Planning ahead will help you cope with the significant demands that a crisis will place on you and your senior team.

Building empathy capital

Improving your reputation with the public and your stakeholders in advance of any crisis will help get you through even the most challenging scenario.

Hostile media training

It's one thing being a confident speaker; it's another performing under the pressure of responding to a negative story with a dogged reporter in front of a rolling camera.

Crisis simulations

Testing your crisis responses with a real-time simulation will help identify your core vulnerabilities.



BEFORE A CRISIS: GETTING READY

Stakeholder management plan

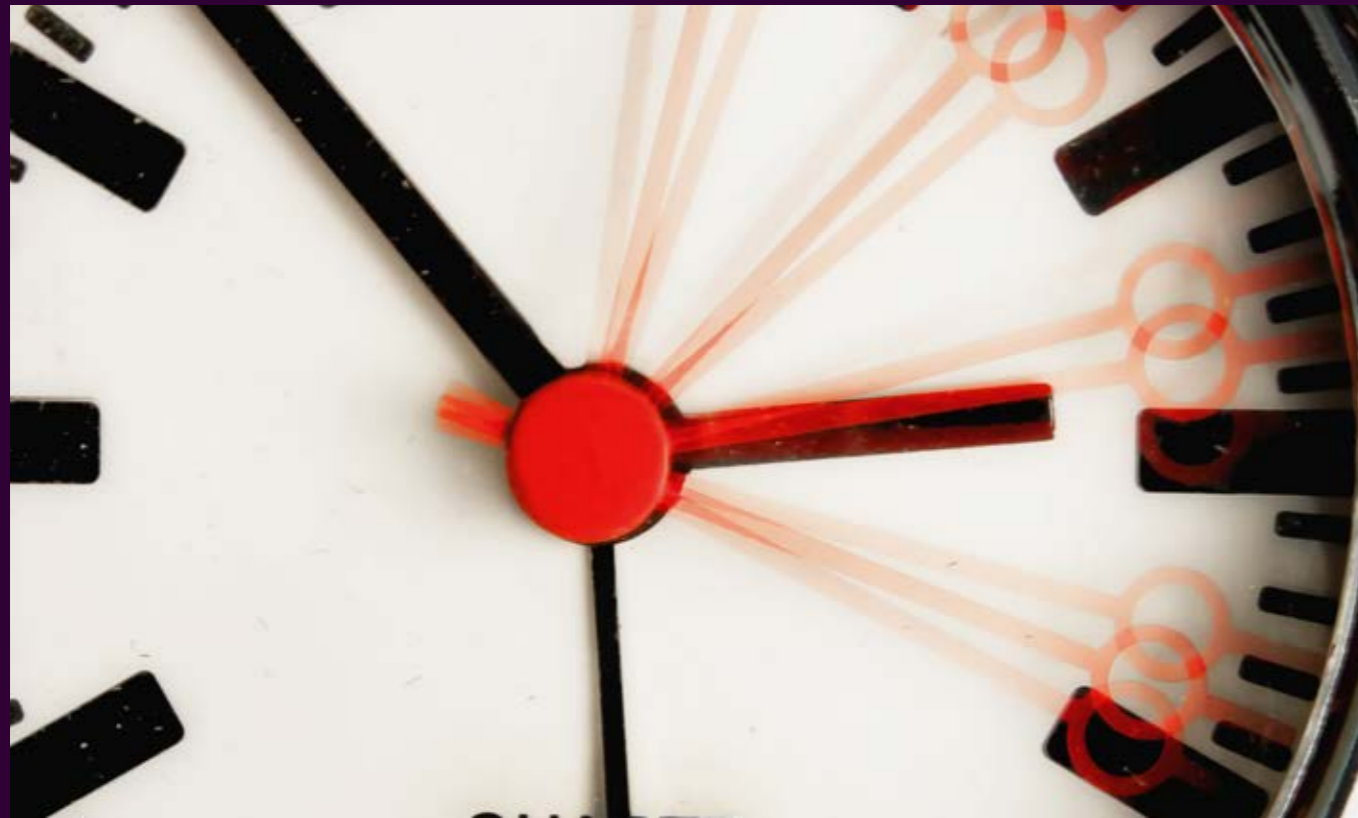
Managing the diverse needs of your stakeholders is essential during any major issue.

Media strategy

We will explain how journalists will approach a story and give you strategic advice on how to respond.

Online reputation review

Journalists will often begin their research by seeking out your online profiles. Ensuring information is accurate and up-to-date and monitoring complaints can be the difference between making headlines and avoiding mention entirely.



DURING A CRISIS: RESPONSE

Communications drafting

We will bring consistency to your communications by drafting statements, Q&As, and lines to take.

Outsourced press office

We can set up rapid-response outsourced press office facilities to act as a firewall between you and the media during difficult times.

Media monitoring

Our software will help you keep on top of breaking stories, enabling you to take swift action if necessary.

Social media support

Increasingly, crises either start on or are sustained by social media activity, making your online profile and response strategy all the more important.



AFTER A CRISIS: RECOVERY

Recovery strategy

Once the dust has settled, you will need to focus on rebuilding reputation. We give management and communications advice so that clients can tell positive stories again and embed lessons learned from a crisis or legal dispute.

Online reputation repair

A crisis can leave a lasting negative legacy if not addressed. Our digital reputation partners can get to work immediately to ensure your online profile is clear of negative stories.

Training gaps

Our experts will help you identify any gaps in learning that may have contributed to reputational damage, and ensure your team are better prepared for crisis events in future.

REPUTATION SUPPORT

Our services include:

CRISIS PR

Our team of experts will help you navigate any negative news story with a combination of PR advice, stakeholder management, and strategic sounding board support. We work with the country's leading charity lawyers to ensure the communication strategy is aligned with legal advice at all times. This support is available either on an ad hoc or retained basis.

PROACTIVE PR

Regular support will help build the charity's profile, creating a strong online reputation and building 'empathy capital' which will attract the best talent and help the organisation weather any setback.



ALDER ASSURE

A low-level retainer which includes media monitoring, monthly advice surgeries and discounts on other services. Ideal for charities facing a number of ongoing challenges.

TRAINING

Build your team's resilience to any reputational threat with our masterclasses and training covering all aspects of media engagement – from giving fluent interviews to dealing with unexpected visits to your home address.

MEDIA MONITORING

Our intelligent software captures all references to your charity, monitors changes to your reputation in real time and allows problematic issues to be nipped in the bud.

CULTURE CHECK

Identify and resolve cultural problems before they turn into public relations disasters. Our team of specialist consultants will analyse a range of indicators to give CEOs and boards a thorough understanding of the organisation's health and degree of exposure to reputational risk.

OUR TEAM



TIM TOULMIN

Managing Director

Tim gives crisis PR advice to charities on issues including sudden incidents and fatalities; civil litigation; arrests and criminal trials; inquests; employment disputes; and EDI matters among many other subjects that can give rise to publicity. He founded Alder in 2010 having previously been Director of the Press Complaints Commission.



SUSAN SMITH

COO

Susan supports the client-facing team with back-office functionality so Alder consultants can be wholly focused on client issues. Having previously held senior management roles at global network agencies such as Ketchum & Weber Shandwick, her expertise lies in co-ordinating and managing high-functioning teams.



ANTHONY LONGDEN

Specialist Partner, Crisis Communications

Anthony advises clients in the education and charity sectors. He is uniquely placed to advise clients on a wide range of crisis and media relations issues having worked as a senior regional media journalist and editor at Newsquest Media Group and Trinity Mirror for more than two decades.



SUE BISHOP

Specialist Education & Charities Partner

Sue gives strategic advice to schools and charities. Before joining Alder, she was Director of External Relations at the Headmasters' and Headmistresses' Conference and Director of Communications at Christian Aid and ActionAid UK. She has worked for Newsnight, BBC News, Watchdog, Dispatches and The Mirror.



JACK MYERS

Senior Account Manager

Jack advises many of our charity accounts, supporting clients on a range of issues and ensuring they are prepared for any crisis event. He has advised on a range of reputational issues including EDI matters and governance disputes. Jack joined Alder following senior consultancy roles at a range of specialist communications firms.

OUR PARTNERS

As the sole UK member of the Crisis Communications Network Europe, our clients in the charity sector enjoy pan-European support for any international crisis event. We also have bilateral arrangements with individual crisis specialists in numerous other jurisdictions across the world.

We regularly collaborate with lawyers, insurers and public affairs consultants to deliver exceptional advice to their clients at times of uncertainty or change. We pride ourselves on the strong, trusted relationships we've built with many long-standing clients over the years, who time and again return for peerless crisis advice and support.

“Incredibly quick response, complete understanding of our needs and appropriate recommendations regarding support required”

Head of major charity

“Very swift and responsive service”

Charity CEO

“Incredibly responsive and professional, high-quality work, good understanding of the sector and our needs, enjoyable to work with!”

Executive Assistant, education charity

For a discreet, no obligation discussion about your needs please call us on 020 7692 5675 or email enquiries@alder-uk.com