

ALDER



Crisis PR & Issues
Management
Faith Organisations



ABOUT ALDER

An unexpected crisis can be a testing time for leaders and senior management in faith organisations. 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 years of experience working with the country's leading lawyers, particularly those assisting faith organisations and charities, we advise on how to handle a whole range of issues that can arise from a sudden incident, historic case, legal dispute or unexpected communications challenge.

“Many thanks for your assistance and expert guidance. All of us were greatly assured by the way you walked us through what was a very difficult and sensitive situation”

Director, National faith organisation

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

Given their distinctive role in society and the intense level of scrutiny from media and other stakeholders, including the public at large, the communication and reputation management challenges faced by faith groups and organisations are truly unique.

Our consultants have built up invaluable expertise from regularly advising a diverse range of clients across the full spectrum of faith organisations; including national organisations from the major faiths and denominations; independent churches; faith charities; and bodies overseeing faith schools and governing boards.

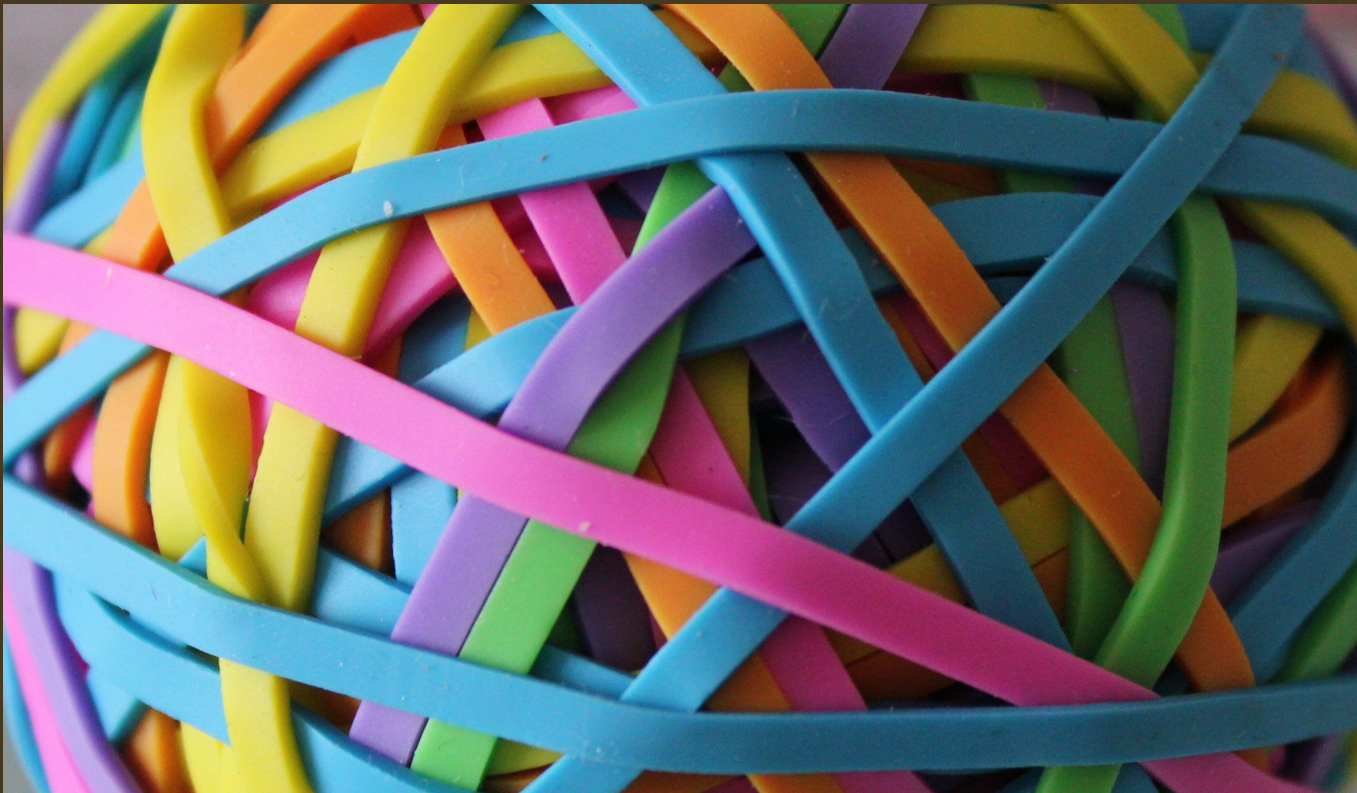
We support trustees, senior leaders, and in-house communications teams through complex regulatory processes and hostile media coverage. We also provide intensive media training and interview practice for senior leaders and spokespeople when dealing with public scrutiny or breaking news items.

Issues include:

Arrests and criminal trials
Inquests
Regulatory investigations
Behaviour of staff and volunteers
Cultural and social issues
Safeguarding issues and serious incident reporting
Historic cases of abuse
Charity Commission investigations
Constitutional and governance issues
Internal and external stakeholder management



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

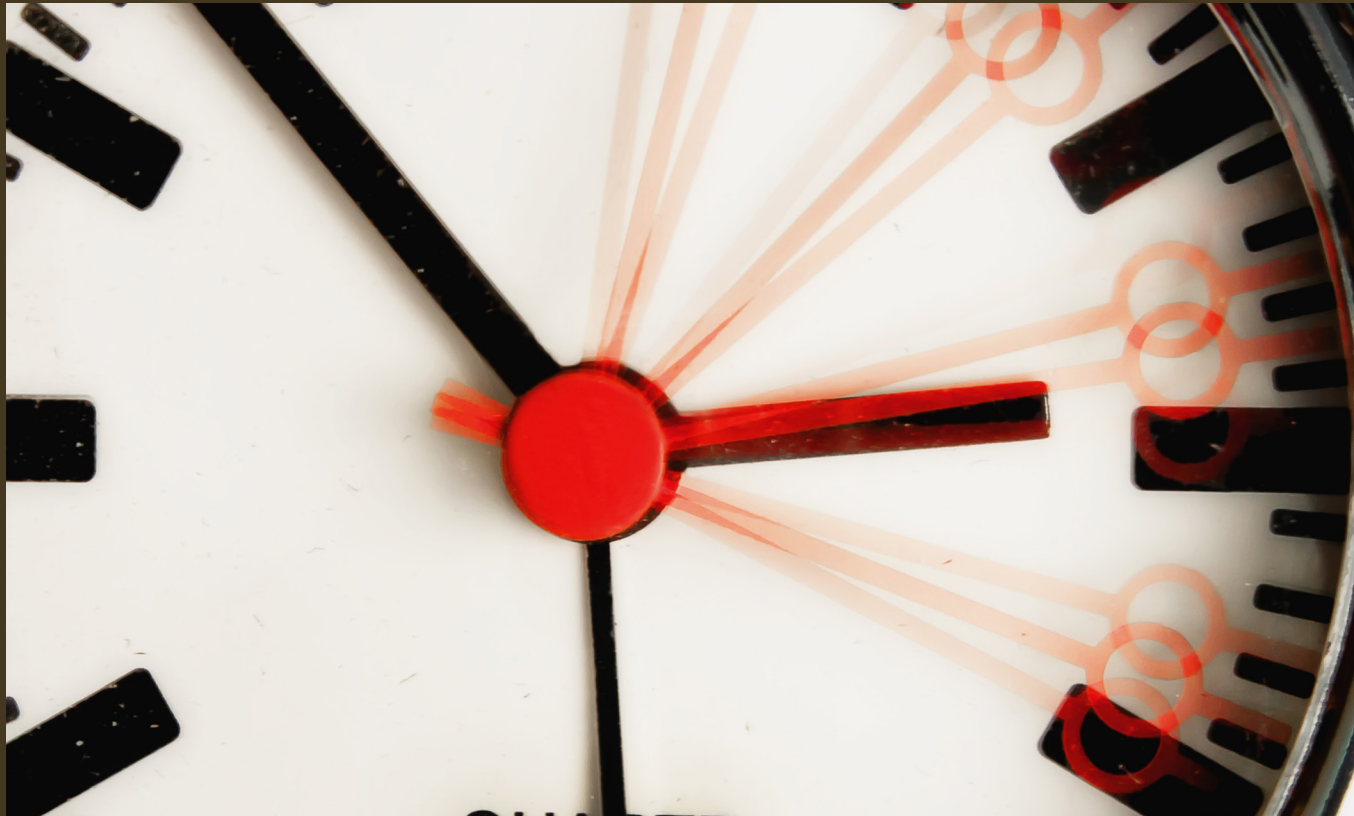
Managing the diverse needs of your stakeholders is essential during any major issue.

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

Bringing decades of experience in the national media and corporate communications, our team of experts will help you navigate the pressures of responding to a crisis with a combination of PR advice, stakeholder management and strategic sounding board support.

PROACTIVE PR

Proactive PR will help shape a positive profile for your organisation and foster stronger working relationships with target media. Our bespoke support will help you build 'empathy capital' among your key stakeholders helping you weather any future setback.



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 organisation online and on social media, provides real-time alerts to content that may require a crisis response, and monitors long-term changes to your reputation over time.

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 your leaders and governing boards a thorough understanding of your organisation's exposure to reputational risk.

OUR TEAM



TIM TOULMIN
Managing Director

Tim gives crisis PR advice to faith organisations and faith charities on issues including historic cases of abuse; serious incidents; regulatory failings and many other subjects that can give rise to publicity. He founded Alder in 2010 having previously been Director of the Press Complaints Commission.



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.



ANTHONY LONGDEN
Specialist Partner, Crisis Communications

Anthony advises clients across a range of sectors, with particular focus on regulatory investigations and safeguarding issues. 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.



CARRIE BIRMINGHAM
Crisis HR & Cultural Transformation

Carrie is Alder's specialist HR partner, helping organisations put their people at the heart of their crisis response and helping them unearth cultural hotspots that lead to reputational damage. Comfortable with challenging environments and handling crises, Carrie helps leaders develop so they can motivate others and engage with staff during difficult periods. She is an experienced and qualified HR Director, OD consultant, facilitator and coach.



JACK MYERS
Senior Account Director

Jack manages the accounts of many of our faith organisations and charities, 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 affecting independent churches and religious orders. Jack joined Alder following senior consultancy roles at a range of specialist communications firms.



JOE MACINTYRE
Account Manager

Joe supports Alder with case management, business development and marketing strategy. Having read European Studies at Trinity College Dublin and worked at two of the top 100 QS ranked Universities in the world, Joe provides strategic advice across all of Alder's practice areas. Joe assists in the development and facilitation of training courses.

OUR PARTNERS

As the sole UK member of the Crisis Communications Network Europe, our clients in the faith 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.

“We don't have a comms PR professional so we appreciated the support from Alder. They are very responsive, and we appreciate their contacts in the media. They give us confidence to respond to pushy journalists and recognise the realities of working with trustees and staff and the importance of stakeholder communications.”

Operations Director, Christian youth charity

“We are extremely satisfied with the service and advice we receive from Alder.”

Safeguarding Representative, Religious charity

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