



GIVING BACK TO THE COMMUNITY THAT LOVED HIM

## Crisis Management Plan

## ***VENDOR DROP OUT***

Given that Clothed in Cullman is the only annual fundraiser held with the intended purpose of raising funds for Curt's Closet, it is imperative that we retain all vendors and parties involved. Because Clothed in Cullman outsources venues, silent auction items, and sponsorships, vendors dropping out of an event is probable and could prove a possibility for Curt's Closet. Regardless of cause, certain measures must be taken for prevention, and actions should be performed in the event that one or multiple vendors make the decision to drop out.

### *Step I: Identifying Publics*

- Organization Team
- Key Volunteers
- Board of Directors
- Key Stakeholders
- Staff

### *Step II: Immediate Assessment*

First, the head of staff in charge of organizing the event needs to immediately verify the vendors decision and understand their reasons. Curt's Closet cannot control the decisions of last-minute dropouts and can only control the response it has to the situation, so it is imperative that efforts to maintain good relations are taken, despite the potential setback. Second, after verifying the decision, a review of the contract signed between the vendor and Curt's Closet must be reviewed for clauses related to cancellations, penalties, or refunds. This is to ensure that Curt's Closet bears no legal liability. Lastly, the head of organization and Curt's Closet must evaluate the

potential impact of the vendor dropping out. This would include determining how the drop would affect the event's offerings, budgeting, or overall theme.

### Step III: Communication Strategy

In the event of a vendor dropping out of Clothed in Cullman, communication is imperative to the success and correction of the setback. First, the organizing team, key volunteers, and stakeholders must be informed of the situation, as set-up and a change or loss in vendors will affect these groups firsthand the most. Second, external communication needs to be prepared for attendees, sponsors, and other vendors, if necessary. This would include situations such as a venue change, live, or silent-auction drop-out. Lastly, media relations must be prepared. Clothed in Cullman is not high-profile, but anticipation of media inquiries from local media covering the event will assist in maintaining Curt's Closet's image and controlling the narrative beyond internal publics.

### Step IV: Review Contingency Plans

Contingency plans are common preventative measures that should already be in place prior to the planning and organization of the event in anticipation of plans going awry. Included in the contingency plans should be:

- Alternative vendors: Identify and contact potential replacement vendors who can step in quickly.
- Adjustments: Modifications of the event format, offerings, or schedule may be taken in order to minimize the potential impact of the vendor's absence.

- Resource Allocation: Shift resources such as budget or volunteers to cover the gap left by the vendor.

In the case that a vendor, of any sort, pulls from Clothed in Cullman, these plans should be reviewed and subsequently implemented.

### Step V: Implementation

Implementation of contingency plans and communication must be enacted immediately to ensure the success of the crises.

- Contact Replacement: Per the contingency plan, a replacement vendor should be identified. Implementation includes reaching out, negotiating terms, and securing said replacement.
- Communication of Changes: Inform attendees and other stakeholders about any changes to the event. Implementation of this step includes releasing the information prepared for external publics to inform of the change in vendors, auction prizes, sponsorships, or venue change.

In order to ensure smooth operations and seamless changes, on-site management must be a priority in the implementation process. To achieve this, designated heads of staff should be in charge of ensuring all steps are being taken, providing clear instructions and support to the remaining volunteers and vendors.

Step V: Post-Crisis Review

It is, at this point, time to evaluate the effectiveness of the crisis management plans, the legal position of Curt's Closet, and any sort of damages incurred throughout the crisis. Crisis management should be evaluated based on how well the combative measures were employed and how effective they were at mitigating the crisis. Appropriate officials should be contacted regarding the legal status and ramifications of the crisis. Damages can include damage to Curt's Closet include financial losses, reputational damage, operational disruptions, relationship damage, and legal ramifications.