

Minnesota Association



of School Administrators

# URGENT & CRISIS COMMUNICATION SERVICE

AVAILABLE NOW TO MASA MEMBERS!



Members of the Minnesota Association of School Administrators now have access to 24/7/365 urgent and crisis communication services—at no extra cost!

This service, available through our partnership with the Donovan Group, allows you to work with school communication experts to respond to urgent and crisis situations in your schools and community. The Donovan Group's team helps you gather the facts, determine who you need to engage first, and communicate quickly and accurately.

The service includes:

- A hotline staffed by the experienced Donovan Group team.
- Live crisis communications counsel by phone and email, delivered by skilled crisis communications professionals.
- Custom talking points, parent letters, news releases and other written content—delivered at a moment's notice.

## HOW TO USE THE SERVICE

Simply call **651-615-8165** or email **MNcrisis@Donovan-Group.com**.

An experienced school communication professional will help guide you through managing communication around the issue facing your school or school district.



### ABOUT THE DONOVAN GROUP

*The Donovan Group is a communications, public relations, and marketing firm that focuses exclusively on public K-12 education. The firm serves schools, districts, and educational organizations nationwide. Learn more at [www.donovan-group.com](http://www.donovan-group.com).*