

URGENT & CRISIS COMMUNICATION SERVICES FOR VIRGINIA PUBLIC SCHOOLS

The Virginia Association of School Superintendents and the Donovan Group have partnered to deliver urgent and crisis communication assistance to members across the state!

Through this service, school leaders and board members can work directly with school communication experts to quickly respond to urgent and crisis situations. These professionals help you gather the facts, determine who you need to reach first, and communicate quickly, accurately, and effectively.



Donovan Group
School Communications

The Donovan Group is a communications, public relations, and marketing firm that focuses exclusively on public K-12 education. Founded in 2008, the firm serves schools, districts, and educational organizations nationwide. The firm has offices in Virginia, California, Florida, Illinois, Iowa, Minnesota, Pennsylvania, and Wisconsin. Learn more at www.donovan-group.com.



HOW TO USE THIS SERVICE

Call or text **804-567-7075** or email **VACrisis@Donovan-Group.com**.

You'll speak with an experienced communications professional to help guide you through managing communication around the issue facing your school or district.

Through this service, you gain access to:

- 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.

GET STARTED!



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