**CARE International**

**Communications in Emergencies: Checklist for anniversaries**

***Updated June 2013***

**Overview**

Media and donor interest generally peaks six months and one year (and in the case of mega-emergencies, two years and five years) after an emergency. Media and donors want an update of the progress made, challenges remaining, how much money was raised and spent, and how money was used. COs should therefore be prepared with a communications package to share with CI. The following package is based on best practice; this can be adapted depending on the size and relevance of the emergency, but is to serve as a general guideline.

Note: for mega-emergencies, the full communications package is required. For mega-emergencies, please use the Communications in Emergencies: budget for Type 4 emergencies as a template to ensure that budget is available for all the below activities. For other emergencies, the full package depends on media and donor interest and available resources.

Design templates for the key stats documents are available [here](http://minerva.care.ca/Livelink1/livelink.exe?func=ll&objId=828233&objAction=browse&sort=name).

**Six-month anniversary**

-Photographer deployed four weeks before anniversary.

-The following communications package to be shared with COMWG minimum two weeks in advance:

* Communications strategy or guidance (including sign-off procedures, sensitive issues and spokespeople)
* Financial key stats: funds raised and spent
* CARE response key stats
* Talking points and Q&As
* Press release
* Social media plan and suggested posts
* Human interest stories and/or blogs
* Photos
* Video if possible

**One-year anniversary**

-Photographer deployed six weeks before anniversary.

-If no communications officer in country, a communications officer to be deployed with the photographer to gather stories.

-If no communications officer in country, a communications officer to be deployed to manage media requests during the anniversary period (i.e. 1-2 weeks)

-The following communications package to be shared with COMWG minimum three weeks in advance:

* Communications strategy (including sign-off procedures and spokespeople)
* Financial key stats: funds raised and spent
* CARE response key stats
* Talking points and Q&As
* Press release
* Social media plan and suggested posts
* Human interest stories and/or blogs
* Photos
* Video if possible