

2022

ADPR 5212

CRISIS  
MANAGEMENT  
PLAN

# MASTER'S TOUCH

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# CONFIDENTIALITY STATEMENT

The contents of this Crisis Management Plan for Master's Touch are intended solely for members of the organization. In this plan we have gathered confidential information that may not be shared outside of the designated parties. If you are not the intended recipient, you are notified that disclosing, copying, or distributing, the contents of this plan is strictly prohibited.



# INTRODUCTION

This Crisis Management Plan provides and outlines steps that Master's Touch will take when dealign with a crisis. This plan was created by a group of students from the University of Georgia to assist Master's Touch with resources for a time in crisis. A variety of crises may include but are not limited to injury or loss of equipment, personnel, clients safety and animals.





# PURPOSE AND OBJECTIVES

## PURPOSE

The purpose of this plan is to prepare Master's Touch with any crisis that may occur. This plan provides tools to help any impacts that were caused from the crisis such as injury, negativity, rumors and/or any type of damage.

## OBJECTIVES

The primary objectives of this crisis management plan are to inform and provide the necessary tools to manage crises including but not limited to the safety of all animals and personnel. Within this Crisis Management Plan there is included elements such as a health and safety form, a communication strategy worksheet, post-crisis evaluation form and an infographic with helpful tools.

# SUMMARY OF PRE-GATHERED INFORMATION

## Master's Touch Mission Statement

**"Our mission is to provide recreational opportunities that emphasize equine-assisted motor and sensory development for riders of all ages and skill levels."**

## Master's Touch Goals

We are a recreational riding program emphasizing equine-assisted motor and sensory development for riders of all ages and skill levels.

**Activities are created to specifically improve the rider's motor skills sensory integration, self-worth, socialization skills, communication skills, coordination emotional control, and more.**



# SUMMARY OF PRE-GATHERED INFORMATION

## Master's Touch Programs

- **Honey, I Shrunk the Farm**
  - A tour around our mini-farm
- **Field Trips**
  - Catered to meet individual schools' needs
- **Drill Team**
  - Performing choreographed routines to music while on horseback.
- **Recreational Driving**
  - Allows clients to experience the control of a horse from inside a cart
- **Core Power**
  - A group workout session taught by a certified fitness instructor
- **Silver Spurs**
  - A riding program dedicated to 65-year-olds, and up
- **Small Spurs**
  - For children under 5
- **Recreational Riding**
  - For children and adults with physical, mental, or emotional disabilities
- **Private Western Lesson**
  - Teaches beginner to intermediate western horseback riding skills

# SUMMARY OF PRE-GATHERED INFORMATION

- **Vaulting**
  - Commonly referred to as gymnastics on a horse
- **Private English Riding Lessons**
  - Teaches beginner to intermediate English riding skills
- **Group Western Lessons**
  - Teaches intermediate western riding skills in a group setting
- **Group English Riding Lessons**
  - Teaches intermediate English riding skills in a group setting



# EMPLOYEE ACKNOWLEDGEMENTS

I , an employee or volunteer at Master's Touch, hereby certify that I have read and understood the guidelines provided within this document. It is my responsibility to understand these guidelines and follow them in case any crisis should occur.

By signing this acknowledgment, I agree to follow the crisis management guidelines provided in this document.

Employee Name (Printed):

---

Employee Signature:

---

Supervisor Signature:

---

Date: \_\_\_\_\_



# REHEARSAL DATES & TRAINING

## New Hire Orientation

As part of the new onboarding process for new employees and volunteers, new company personnel will be required to participate in an initial crisis management training within the first two weeks of their hire. During this process, new members will be informed of all crisis guidelines that pertain to Master's Touch operations which will enable them to react in case of a crisis.

## Rehearsal Timeline

Q1 (January, February, March): Full crisis rehearsal

Q2 (April, May, June): Refresher meeting

Q3 (July, August, September): Full crisis rehearsal

Q4 (October, November, December): Refresher meeting and annual

feedback discussion meeting. Adapt plan with new discoveries.





# CRISIS MANAGEMENT PLAN



CRISIS	TYPE	RESPONSE	KEY PUBLICS	METHOD	RESPONSIBLE PARTY
Client abuse	Human-Error accident or Organizational Misdeed	Corrective Action, Apology	Customers, stakeholders	Call the necessary help (see contact list) to legally help deal with the situation. Find out as much information as you can from the different sources. Make sure that safety is prioritized for all.	Leadership
Client injury	Human-Error accident or Organizational Misdeed	Corrective Action, Apology	Customers, stakeholders	Call the necessary help (see contact list), especially regarding the client's safety. Alert the emergency contact and make sure that the animal and client are safe.	Leadership
Staff Injury	Human-Error accident	Corrective Action, Apology	Customers, stakeholders, employees	Call the necessary help (see contact list) to legally help deal with the situation. Call emergency contact. Health is a priority. Later communicate with the injured worker and resolve the issue internally.	Leadership
Animal Loss	Human-Error accident or Animal Harm	Corrective Action, Apology, Reminding	Customers, stakeholders, possibly owner	Alert the staff and if needed, outside sources. Alert the owner if necessary. Do what you can to recover the lost animal.	Leadership
Weather & Climate Damages	Challenges	Apologizing, Ingratiation	Customers, stakeholders	Call the necessary staff to fix the damages on the farm. Organize the schedule and cancel activities that cannot be performed safely. Alert the public through social media if necessary.	Leadership
Negative Social Media Reviews	Rumors	Depending on the situation, denial, reminding about the benevolent nature of Master's touch.	Customers, stakeholders	Address the reviews yourself and attempt to address the client's concern. Remind the audience of the Master's Touch benevolent mission statement.	Leadership

# INCIDENT REPORT FORM

MASTER'S TOUCH

NAME:

DATE OF REPORT:

DEPARTMENT:

REPORTED BY:

LOCATION:

INCIDENT TYPE

INCIDENT  
DESCRIPTION

PARTIES INVOLVED

COMMENTS

FOLLOW UP ACTION

# HEALTH & SAFETY CONTRACT

Master's Touch is a recreational riding program existing to meet the needs for for riders of all ages and skill levels.

To this effect, I \_\_\_\_\_ pledge to

1. Prioritize the health and safety of all individuals involved in any Master's Touch events.
2. Respect the abilities of all members involved within Master's Touch
3. Notify any managers or superiors If I am made aware of of any crises or concerns.
4. Hold other employees and volunteers to the high standards that is expected from me.
5. A total advocate for customers safety.

---

Signature

Date

---

Printed Name

See Equine Activity Release and Hold Harmless Agreement in Appendix

# CRISIS CONTROL CENTER DESIGNATION

All communication and meetings regarding a crisis should be conducted through Master's Touch unless otherwise stated.

**Master's Touch**  
**2797 McGarity Road**  
**Social Circle, GA 30025**

In case of an emergency, please consult Master's Touch Executive Director for an alternative crisis control center designation.



# EQUIPMENT AND SUPPLIES



- saddles
- surcingle
- bare back pad
- girths
- helmets
- bridles
- lunge lines
- cross ties

## Saddles

- western 14
- english 6

## Girths

- western 14
- english 7

## Animals

- horses 16
- donkeys 1
- goats 5
- rabbits 5
- sheep 1
- dogs 3

## Helmets

- XS 3
- S 4
- M 2
- L 5
- Unsized 5

## Extra Equipment

- bridles 18
- lunge lines 3
- cross ties 3
- surcingle 1
- bareback pad 1

# KEY PUBLICS

- Clients of Master's Touch Recreational Riding
- Parents of special needs children who ride at Master's Touch Recreational Riding
- Parents of recreational riders at Master's Touch Recreational Riding
- Volunteers at Master's Touch Recreational Riding
- Owners of horses currently being used at Master's Touch Recreational Riding

## Notifying Key Publics

To notify the key publics, Master's Touch would communicate through multiple different channels. Those channels include:



# SECONDARY CONTACT LIST

## 1. CALL 911 IF IMMEDIATE ASSISTANCE IS NEEDED

## 2. WALTON COUNTY ANIMAL CONTROL

- Address: 2794 Mcgarity Rd, Social Circle, GA 30025
- Phone: (770) 672-5759

## 3. WALTON COUNTY POLICE DEPARTMENT

- Address: 1425 S Madison Ave, Monroe, GA 30655
- Phone: (770) 267-6557

## 4. WALTON COUNTY FIRE DEPARTMENT

- Address: 2620 Whitney Rd, Between, GA 30655
- Phone: (770) 464-3218

## 5. WALTON COUNTY DIVISION OF FAMILY & CHILD SERVICES

- Address: 300 Georgia Ave #100, Monroe, GA 30655
- Phone: (770) 207-4176

## 6. EMERGENCY CONTACT PROVIDED BY THE CLIENT

- Client will provide emergency contact information in original liability waivers

# COMMUNICATION STRATEGY RESPONSE DEFINITIONS

There are different ways to react once a crisis occurs:

**Reminding:** This response type is about reminding stakeholders of the former good actions and benevolent nature of the organization. This includes all the work Master's Touch services that benefit the community.

**Apology:** This response type involves the leadership of the organization acknowledging responsibility for the crisis. He or she admits that there has been a mistake and is asking for forgiveness from the parties involved.

**Corrective Action:** This response type requires taking the necessary steps to find the guilty parties and give disciplinary action depending on the situation.

**Ingratiation:** This response type involves the organization praising stakeholders in the organization, especially regarding the loyalty of its customers.



# KEY MEDIA

## TRADITIONAL

- Walton Tribune, Phone: (770) 267-2604,  
<https://www.waltontribune.com/>
- The Monroe News, **Phone:** (734) 242-1100,  
<https://www.monroenews.com/>
- The Covington News, Phone: (770) 728-1401,  
Website: The Covington News
- Rockdale Citizen, **Phone:** (770) 483-7108,  
<https://www.rockdalenewtoncitizen.com/>

## OWNED MEDIA

- Facebook: @MTRecreationalRiding
- Instagram: @masterstouchrec
- Website: [masterstouchriding.com](http://masterstouchriding.com)

# TECHNICAL JARGON



Please keep in mind that all companies may tend to utilize some form of technical jargon related to their activities when communicating. Outside parties such as clients and members of the press may not always understand these terms, which may lead to confusion during a crisis. To avoid the spread of false information, attempt to avoid using the following terms in front of key publics, unless you purposefully define the term for clarity purposes.

**Technical jargon relevant to Master's Touch includes (but is not limited to):**

## Horse Insurance

- provides coverage in the event a horse becomes ill or dies, is no longer able to be used for business purposes, or causes an injury or property damage.

**It is important to remember that employees, volunteers and other affected parties may react with emotional implications when dealing with a crisis. It is crucial for the current leadership to keep this in mind and treat the affected parties with respect, patience and empathy during these troubling times.**

**The publics show the following emotions:**

## Anger/Frustration:

- It is possible for staff/volunteers to be frustrated with the situation, losing confidence in leadership. Anger is feeling linked with stress and anxiety. The best thing to do is to attempt to calm the affected parties in order to resolve the issue in a more effective manner, not ruled by emotion.

## Fear:

- This emotion is the most likely one to appear, as individuals are called to improvise their actions during a stressful situation. The safety of the clients and staff must be a top priority during the crisis.

## Sadness:

- If Master's Touch is affected by a crisis and the business is not at fault, the public may feel saddened about the fact that this benevolent business is going through tough times. It is important to inform the public that there is a plan to fix the issue, that will hopefully get the business running again soon.

## Disappointment:

- If an accident happens and it is the company's fault, it is important to acknowledge the error and fix the mistake. The goal is to gain the publics trust after an accident-like crisis.

# KEY MESSAGES

Master's Touch is a recreational riding program emphasizing equine-assisted motor and sensory development for riders of all ages and skill levels.

Activities are created to specifically improve the rider's motor skills sensory integration, self-worth, socialization skills, communication skills, coordination emotional control and more.

- We offer options such as, **recreational riding**, which allows students the opportunity to experience control of a horse while sitting in a cart
  - As well as, **small spurs**, riding sessions focus on improving brain developmental, sensory stimulation and motor skills. These sessions help children with developmental delays as well as children who want to get a head start
- We also offer, **silver spurs**, recreational riding sessions for ages 65+ to improve balance, coordination, memory, daily life skills, overall mood and more.
- We even have more advanced sessions like, **vaulting**, a combination of gymnastics and dance on horseback. This sport improves riders seat, rhythm, balance, coordination, horsemanship skills and overall confidence.

# WEB PAGE & MEDIA SAMPLES

“

We understand your concern and we are handling it. Horses can be unpredictable and sometimes things just happen. That is why we have plans in place. Subscribe to our email newsletter to stay updated.

MASTER'S TOUCH



We make sure our employees are trained in various safety measures and crisis situations. You can read about our safety protocols and training session on our website:

[masterstouchriding.com](http://masterstouchriding.com)



# SAMPLE BLOG POST

## Master's Touch, a Farm for the Whole Family

Parents of multiple children often struggle with finding activities that are inclusive and wholesome and that will also entertain all of their children simultaneously. It can be difficult to keep little sister entertained, while big brother is playing football or how many little brothers can sit contently during big sister's ballet lesson. Here at Master's Touch, we understand that struggle and have made the best effort to meet the needs of everything family.

**Here at Master's Touch, we offer various activities for families to participate in.**

**To start, we have ridings programs for all ages and skill levels.**

### Small Spurs

- The youngest riders, ages 5 and under, are welcome to join us in our Small Spurs program. This program will give them a head start on riding and focuses on assisting a child's development of motor skills and sensory stimulation.

### Group Lessons

- Riding students over the age of 5 have the option of participating in Group Beginner Riding Lessons and Group Intermediate Riding Lessons in both the western and English discipline, vaulting and drill teams.

### Silver Spurs

- If grandma and grandpa would like to come and join in on the fun, we offer our Silver Spurs program for those ages 65 and older.

### A Different Riding Experience

- We have also developed horseback riding lessons or horse driving lessons for children and adults who struggle with physical, mental, sensory, or emotional disabilities.

# SAMPLE BLOG POST

## Other Options

If your children are not interested in riding, we offer the families of clients access to our expansive grounds which contain:

- our large gardens with a fish pond and wading pool
- extensive nature trails with creeks perfect for cooling off on hot days,
- a large playground
- picnic areas
- a mini barn that includes a petting zoo.

## Special Services

We have a special tour to meet the minis called Honey I Shrunk the Farm. This private tour provides its participants with a close-up encounter with all the mini animals at the farm.

In addition to our regular activities, we also host several large events throughout the year. One of our most popular events has been our Easter Celebration where families can choose between dozens of games, tractor rides where they learn the story of Easter, and of course participate in the Easter egg hunts that are divided by age so every child could safely hunt eggs. In 2020 Master's Touch hid over 3,000 eggs throughout the property.

We would like to personally welcome you and your family to come and visit us here at Master's Touch to explore all that we have to offer. Please follow us on Facebook, Instagram and Twitter so you will be the first to know about our upcoming events.

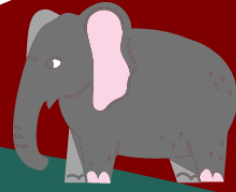
# POST-CRISIS EVALUATION FORM

The intent of this form is to review the effectiveness of the crisis response post-crisis. Please fill out this form to the best of your ability.

1. Name, Date, Position
2. What was your role in the crisis?
3. How did you learn about the incident?
4. On a scale of 1-5, with 1 being not at all and 5 being completely, rate your satisfaction with how you were notified.
5. How can the internal notification be improved?

# Infographic

Responding to  
an accident or injury



1

Call 911 or  
proper  
emergency  
services



2

Reach out to  
designated  
emergency  
contact

3

Consult with  
lawyer about  
legality & liability



4

Reach out to  
injured  
individual or  
animal owner

5

If necessary, write a  
public or holding  
statement expressing  
empathy and  
transparency



Visit [our website](#)



[Facebook.](#)

[f](#) [FAQ.](#)



# INTERNAL ANNOUNCEMENT TEMPLATE

**Keeping our internal subjects involved and communicating any concerns is equally important to notifying any key publics in case of a crisis matter.**

Below you will find a sample email that may be sent to any ESP internal subjects including ESP volunteers and employees:

Sample email example:

To whom it may concern,

Recent events may have shined our organization in an unflattering light, however, it is our duty to respond to said events in a positive manner. Transparency is the key to any message being brought to the attention to those involved with our organization.

It would be in our best interest to plan a meet on [DATE] to further discuss our strategies and how to revert attention our existing situation.

Thank you for your consideration,  
Master's Touch

# PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE  
April 12, 2022

Master's Touch  
(770) 672-5759  
masterstouchriding@gmail.com  
Instagram: @masterstouchrec

## Master's Touch Recreational Riding to Host Safety Training Session for Social Circle

SOCIAL CIRCLE, Ga, April 12, 2022 – Master's Touch religion-based recreational farm will be collaborating with the Social Circle Humane Society to provide an animal safety event.

The collaboration event will include safety training, food, live music, local vendors and branded merchandise. In February 2022, the owner of Master's Touch, Makayla Parr, started a safety fund after falling off a horse earlier in the year. "I felt so lucky that I was okay, but I know that's not always the case. That's why we're hosting this event, to bring awareness to local folks." The Humane Society aims to provide safe and comfortable lives to neglected or forgotten animals.

"We've never seen an event like this executed by two social circle animal businesses," said David Keener, mayor of Social Circle. "Both Master's Touch and The Humane Society have demonstrated outstanding work ethic and devotion to animals and safety."

For more information about the event, please visit  
<https://www.masterstouch.com>

About Master's Touch:

"Our mission is to provide recreational opportunities that emphasize equine-assisted motor and sensory development for riders of all ages and skill levels."

For more information, or to book your first ride, please visit  
Our [Facebook](#)  
Our [Website](#)

XXX



# NEWS RELEASE TEMPLATE

Dear Master's Touch Family,

We thank you for choosing to continue to participate in our programs. While current events are weighing down our proud and positive spirits, we aim to accomplish a speedy recovery and further continue our regular activities.

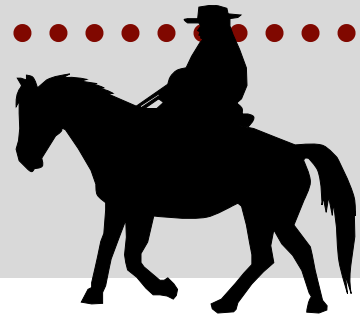
It is our mission to provide a safe environment for you, your children, and loved ones, and we hope to see you all soon.

With warm regards,

Master's Touch  
(770) 672-5759  
masterstouchriding@gmail.com  
Instagram: @masterstouchrec

XXX

# Crisis Appendix



## Equine Activity Release and Hold Harmless Agreement

1. I, \_\_\_\_\_, the undersigned have read and understand, and freely and voluntarily enter into this Release and Hold Harmless Agreement with Masters Touch, understanding that this Release and Hold Harmless Agreement is a waiver of any and all liability.

2. I understand the potential dangers that I could incur in mounting, riding, walking, boarding and feeding horses; including, but not limited to, any interactions with other horses. Understanding those risks I hereby release Company, its officers, directors, shareholders, employees, property owner, and anyone else directly or indirectly connected with that Company from any liability whatsoever in the event of injury or damage of any nature (or perhaps even death) to me or anyone else caused by or incidental to my electing to mount and ride or interact in any way with a horse(s) or any other animals owned by me or owned or operated by Masters Touch.

3. I understand and recognize and warrant that this Agreement is being voluntarily and intentionally signed and agreed to, and, that in signing this Agreement I know and understand that this Agreement limits the liability of Masters Touch, its officers, directors, shareholders, employees and anyone else directly or indirectly connected with that Masters Touch, while participating in any activity, whatsoever, involving an equine that results in death, personal injury and/or damage to property.

4. I recognize and agree that Masters Touch has made reasonable and prudent efforts to determine my ability to engage in equine activities, and has sufficient knowledge of my equine and horseback riding skills as to relieve, release and hold harmless Masters Touch Recreational Riding from any continuing duty to monitor my equine activities.

5. I further voluntarily agree and warrant to Release and Hold Harmless Masters Touch, its officers, directors, shareholders, employees, property owner, and anyone else directly or indirectly connected with Company from any liability whatsoever, including, but not limited to, any incident caused by or related to Masters Touch negligence, relating to injuries known, unknown, or otherwise not herein disclosed; including, but not limited to, injuries, death or property damage from: mounting; riding; dismounting; walking; grooming; feeding; use of horse barn, paddock, trails or horse ring, in any capacity; falling off horse whether horse is bucking, flipping, spooked; or my failure to understand any equine professional's directions relating to my riding or otherwise use and control, or lack thereof, of my horse or the horse I have been assigned to.

Person voluntarily entering into this Release and Hold Harmless Agreement:

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\_\_\_\_\_  
**Signature Date**

\_\_\_\_\_  
**Printed Name**

**If minor, person representing himself/herself to be the lawful Guardian under this Release and Hold Harmless Agreement:**

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**Signature Date**

---

**Printed Name**

**Photo Release Permission Slip**

I hereby consent to the use of photographs/videotape taken during the course of any activity at Master's Touch for publicity, promotional and/or educational purposes (including publications, presentation or broadcast via newspaper, internet or other media sources). I do this with full knowledge and consent and waive all claims for compensation for use, or for damages.

Yes, I give consent for Master's Touch to photograph myself/ my child for any purposes and/or at any riding events.

No, I do not authorize Master's Touch to photograph myself or my child for any event.

**Participant/guardian Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Participant Name:** \_\_\_\_\_