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SKDK Office Hours

Climate Ready Overview

The Climate Ready Program was established in 2024 to give organizations the legal, technical, and communications support to withstand attacks, focus on their missions, and drive lasting change.

- **Cybersecurity** – Prepaid cybersecurity assessments, tools, and follow-up support.
- **Risk Management Support** – Implementation best practices for legal, tax compliance, operational health
- **Climate Resource Hub** – Basic information, webinars, guidance for the field
- **Crisis Communications** – Crisis, rapid-response services and proactive narrative support
- **AI-Enhanced Forecasting** – AI-enhanced scenario risk planning and intervention modeling
- **Basic Legal Services** – 1:1 session to support for compliance, policies. Guidance on investigations, hearings. Referrals to firms as needed.

SKDK Team Members



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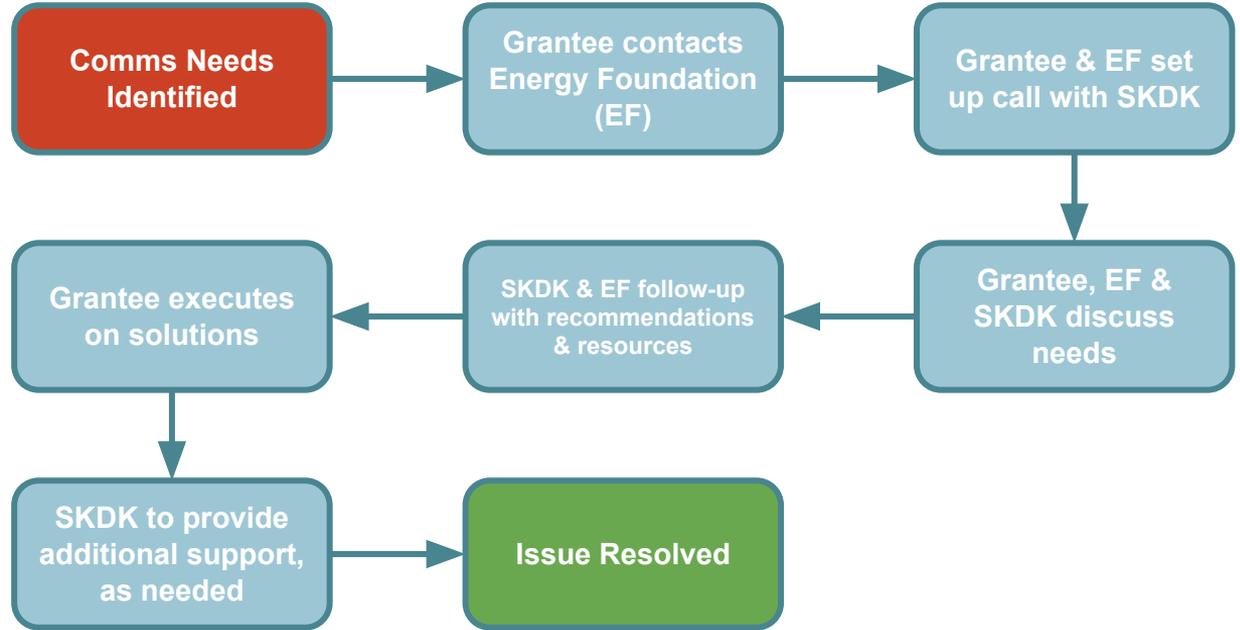
Service Offerings

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SKDK works with the U.S. Energy Foundation (EF) and Climate Ready to navigate the increasingly complex and connected media environment and the Trump administration.

- **Strategic Counsel** – Comprehensive guidance, tracking and analysis of key developments in media, regulatory, legislative, and public discourse to anticipate risks and inform decision-making.
- **Communications Audit** – Conduct comprehensive audits (messaging, website, social, landscape, etc), focusing on the most significant risks a CRP grantee may face.
- **Risk Mitigation** – Develop proactive strategies to mitigate the most likely and potentially damaging risks to grantees.
- **Media Monitoring on Key Issues** – Help grantees track their own media mentions, as well as the latest news coming from the White House and Congress.
- **Scenario Planning & “Break Glass” Planning** – Prepare for potential crises, creating "Break Glass" plans to respond to most likely scenarios.
- **Messaging** – Create and shape compelling narratives to match public sentiment, by reviewing available polling data, public opinion, and relevant publicly available research.
- **Stakeholder & Validator Mapping** – Identifying third-party spokespeople to deliver your key messages and counter harmful narratives

Accessing SKDK Support





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Case Studies

Case Studies

SKDK has produced guidance, strategy and messaging documents for the cohort, met with grantees across the country for individual support, and led or participated in several webinars.

- **Green & Healthy Homes Initiative:** Met regularly with Green & Healthy Homes Initiative to provide guidance as they navigated their lawsuit against the U.S. Environmental Protection Agency.
- **GreenLatinos:** Helped navigate a comprehensive messaging review and refresh in light of the new political climate.
- **Appalachian Voices:** Provided general counsel to ensure the organization was ready for any attacks or challenges. We supported them through the filing of the Solar for All lawsuit.
- **Just Transition Northwest Indiana:** Completed a risk analysis and helped them think through a game plan for an NBC News inquiry and other media interactions.



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Public Messaging Considerations

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With the Trump Administration aggressively attacking DEI and environmental work, many organizations may be vulnerable to operational and reputational risks. Organizations should follow these steps when considering changes to messaging and public materials:

- **Determine Your Risk**, including whether federal grants represent a sizable portion of your organization's operating budget.
- **Survey Your Stakeholders** to determine the costs and benefits of proposed language shifts and public-facing materials.
- **Protect Your People** by removing staff bios and contact information from websites
- **Audit and Adjust Your Language**, making make language edits that clarify and reinforce your core values, while avoiding politically vulnerable framing

Public Messaging Considerations

The Trump administration's actions are causing real, direct harm to communities on-the-ground. Building public, political pressure begins with organizations telling their stories.

- **On-the-record interviews** concerning direct harms to your organization and the communities you serve
- **Off-the-record meetings** to share your experience with targeting and harassment
- **Web content, blog posts, op-eds & social media** featuring real voices – staff, partners, constituents, communities
- **Building political power** by coordinating messaging with third-party validators and stakeholders.



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Questions and Next Steps

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In addition to serving as a thought partner and offering crisis support, SKDK provides weekly deliverables and communications assistance through:

- **Monitoring Reports**, with the latest news on key environmental issues and social media trends
- **Bi-Monthly Webinars**, which cover various topics including crisis communications planning, messaging in this moment, and more
- **Regular Touchpoints** that determine grantee needs and support options

You can reach us at EJRapidResponse@skdknick.com

Thank you!

