



Hour 0-6: Stabilize

- ☐ Follow evacuation orders immediately. Never delay evacuation to document property.
- ☐ Confirm everyone on your team is safe. Take a headcount, check in one by one.
- ☐ After authorities confirm it is safe to return, document damage when doing so can be done safely.
- ☐ Documentation may assist with insurance and recovery claims. Contact your insurer for requirements specific to your policy.
- ☐ Activate your emergency contact tree. Decide in advance who calls whom, so nobody is guessing.
- ☐ Post one clear message everywhere your customers look. Website, socials, voicemail: We are safe. We are closed. We will update you by a set time.

Hour 6-24: Communicate

- ☐ Tell your best customers first, personally if you can. They are your raving fans, the ones who stay when others go quiet.
- ☐ Set expectations, not promises. An update by a set time beats a vague we will be back tomorrow.
- ☐ Reach out to your three most critical vendors or suppliers before they have to reach out to you.
- ☐ Check your insurance policy now, not next week.

Hour 24-72: Stabilize Revenue

- ☐ Ask which growth lever you can lean on right now: serving more people, a bigger transaction, or more frequent purchases, even temporarily and even differently than usual.
- ☐ Find one small still here for you offer you can over-deliver on this week. It does not need to be big. It needs to be real.
- ☐ Call someone in your network who has been through this before. You are not the first business to face a wildfire.
- ☐ Write down one compelling future for your business in a single sentence, something you can say out loud when your team is scared.

Beyond 72 Hours: Build the Muscle Before You Need It

- ☐ Save your key customers and vendors emergency contact info now, before you need it.
- ☐ Keep this checklist somewhere that survives a power outage. Printed and saved to the cloud.
- ☐ This resource is general educational information and is not emergency, legal, insurance or professional advice.
- ☐ Revisit and rehearse it once a year, especially if you are in a wildfire-prone area. Do not wait for the next one to read it for the first time.