



December 7, 2009

Dear Partners in Preparedness:

As the New Year approaches, the Federal Emergency Management Agency (FEMA) is asking Americans to make a resolution to be prepared for emergencies this New Year and every year.

This holiday season, please join FEMA's *Ready* Campaign in promoting *Resolve to be Ready 2010* and encouraging members of your community to make the resolution to put together a family communications plan, and take other simple steps to be prepared.

Please consider using the enclosed messages to invite your members, employees, constituents, customers, and community to make this important New Year's resolution with their fellow Americans. We've provided Web banners for your organization's Web site, posters, sample e-mails, and articles that you can share with your key constituents.

The message is important and simple – when you gather with family and friends this holiday season, take a small amount of time to plan for an emergency. Disasters can happen anytime, anywhere that's why this holiday season you should *Resolve to be Ready*.

You can also visit www.ready.gov, our Spanish language site, www.listo.gov, or call 1-800-BE-READY to learn more about how to prepare for emergencies and how to receive free materials, including family emergency plan templates and sample business continuity plans. If you have questions or would like to showcase your organization's involvement in *Resolve to be Ready 2010*, please e-mail ready@dhs.gov. We wish you a very happy and safe New Year!

Sincerely,

A handwritten signature in blue ink that reads "Rebecca A. Marquis". The signature is written in a cursive style and is positioned above the typed name and title.

Rebecca Marquis
Acting Director, *Ready* Campaign

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SAMPLE IDEAS ORGANIZATIONS CAN USE TO ENCOURAGE EMERGENCY PREPAREDNESS AMONG MEMBERS/EMPLOYEES/CUSTOMERS/CONSTITUENTS/COMMUNITIES

- **Get involved with your community's New Year's Eve celebrations, First Nights, etc.** Many towns across the country host First Nights and other family-friendly New Year's Eve celebrations. These types of events provide a good opportunity for your organization to get emergency preparedness materials and information in the hands of your community members. There are a variety of ways you can get involved, including: registering for a table, disseminating emergency preparedness information, or creating a community sign-up for those who *Resolve to be Ready*. You can even get Rex, the *ReadyKids* mascot, involved! See page 16 for more information on ordering Rex.
- **Encourage people to keep their resolution.** One way to do this is to post the three steps people can take to keep their emergency preparedness (see poster on page 8) or send them out via e-mail (see sample email on page 9). Another option is to have people sign pledge cards as a constant reminder of their resolution.
- **Display the contents of an emergency kit at your agency's reception desk.** This will serve as a great visual reminder of the importance of emergency preparedness for your employees or office visitors as they come into the office. Next to the display, provide handouts of *Ready's* emergency supply kit checklist so that people know how to assemble their own kits.
- **Distribute Family Emergency Plan templates to your neighbors at home and work.** Emphasize the Season's communal focus and encourage your neighbors to plan what they will do in different situations. You can download this document on our website or it can be ordered using the order form on page 19-20.
- **Host a monetary donation drive for people affected by a recent emergency such as a local family displaced by a fire, or local families affected by flooding.** Use this opportunity to encourage your employees/community members to think about their own family's emergency preparedness.
- **Organize an emergency preparedness event for your community or office.** Rent Rex, the *Ready Kids* mascot, and have activities for children to learn about the importance of having a family emergency plan. For more information on renting Rex, see page 16.
- **Include an Emergency Preparedness quiz in your company's year-end newsletter.** The quiz can be included in an e-mail, on your Web site or you could give it to your members, employees or customers at local events. Sample quizzes are included in this toolkit on pages 19 and 20.
- **Reach out to your local Citizen Corps Council** to find out if they are organizing any New Year's events that your organization can sponsor. You can find local Citizen Corps contacts by visiting www.citizencorps.gov.
- **Contact your local American Red Cross Chapter to schedule a community presentation or training.** Or, find out if your organization can help sponsor or facilitate any preparedness events they may be holding. To locate the Red Cross Chapter in your area, visit: <http://www.redcross.org/where/chapts.asp>.
- **Consider weaving in a preparedness theme into your organization's holiday events.** If you're hosting a dinner, consider giving each employee a flashlight or NOAA Weather Radio to include in their emergency supply kit at home.

- **Show the *Ready* Campaign’s instructional videos or new public service announcements (PSAs).** They are available on the *Ready* Web site (http://www.ready.gov/america/about/instructional_index.html and <http://www.ready.gov/america/about/psa.html>). There are instructional videos for individuals and families, older Americans, individuals with disabilities and other special needs, and pet owners. You could play them in your lobbies, waiting rooms, break rooms and/or at events.
- **Partner with an organization that works with older Americans or individuals with disabilities and other special needs in your community during a charity drive or event.** This could include meal delivery or faith-based organizations to help communicate emergency preparedness messages. Work with your local hospital, mental health center, library, church, community center or nursing home to host a training or event. You can distribute the Ready “Preparing Makes Sense for Older Americans” brochure and the Ready “Preparing Makes Sense for People with Disabilities and Other Special Needs” brochure.
- **Plan preparedness programs at your local school.** After their winter vacation, January is a great opportunity to work with schools to make emergency preparedness a part of their efforts. For example, families could be invited to hear from local officials about the school and community emergency plans. Consider having a local first responder teach parents how to make an Emergency Supply Kit and a Family Emergency Plan.
- **Spread the word about financial preparedness.** Your organization can help those who rely on federal benefits learn about safe, more convenient ways to get their money. Switching from paper checks to electronic payment is a simple but significant step people can take to protect themselves before disaster strikes. The *Go Direct*® campaign gives people who have checking or savings accounts a fast, free way to sign up for direct deposit. And the *Direct Express*® Debit MasterCard card is a secure, convenient and U.S. Treasury-recommended way to receive Social Security payments; no bank account is needed. Visit <http://www.godirect.org/> for more information.
- **Spread additional information about financial preparedness.** Work with Operation HOPE, Inc. (OHI), a non-profit organization providing economic education for America's inner city communities. HOPE Coalition America (HCA) is an initiative of OHI, which provides free and compassionate economic counseling to businesses and families to help them prepare for and recover from major disasters or emergencies. HCA serves as a resource network of banking, financial services, legal, insurance, higher education, social service, and community development professionals committed to providing practical information and tools for disaster planning and to helping those affected by disaster rebuild their financial life. One such tool is the Emergency Financial First Aid Kit (EFFAK), which helps users identify and organize key financial records to minimize the financial impact of a natural disaster or national emergency. Learn more by visiting www.operationhope.org.

IDEAS FOR UTILIZING NEW MEDIA TO ENCOURAGE PREPAREDNESS

Ready would like to recommend utilizing social media tools to promote emergency preparedness. This could be done in a variety of ways, beginning with our interactive widget. This tool provides users with updates on emergency situations, local emergency contact information, an instructional video, emergency kit checklists and guidelines on how to better prepare for an emergency. Users can also access a clickable map to find contact information for state and local government agencies, where they can learn more about specific emergency information in their communities. The widget can be posted to social networking profiles, blogs, wikis and personal homepages.



Also available is a program visitors can use to create their own Comprehensive Family Emergency Plan. This tool allows users to create a printable plan and share important information with their family and friends. A Quick Share application can be used to help assemble a quick reference list of contact information, and a meeting place for emergency situations.

Additionally, you can promote preparedness through your Facebook status or Twitter by using any of our sample Twitter messages in your own updates. *Ready* information can be found on FEMA's Facebook page (<http://www.facebook.com/FEMA>) or on the *Ready* Campaign's official Twitter account (www.twitter.com/readidotgov).

Sample Tweets

1. Give the gift of peace-of-mind by getting prepared for emergencies.
2. Winter is coming; do you have a blanket in your car?
3. Do you know how to shut off water valves?
4. It's almost 2010. Have any of the items in your emergency kit expired?
5. Keep your car's gas tank more than half full for emergency use and to keep the fuel line from freezing in cold weather.
6. Never leave candles unattended. Make sure you have a flashlight with extra batteries in your kit.
7. In case of a blackout, keep plastic containers with water in your refrigerator and freezer to help keep food cold for several hours.
8. Are your emergency contact numbers up-to-date?

9. Have an electric garage door opener? Find where the manual release lever is located and learn how to operate it in case your power goes out.
10. Does your community have an e-mail or text alert system? Visit your local emergency management Web site to find out.
11. Watches = severe weather is possible in upcoming days. Warnings = severe conditions have begun or will begin soon.
12. Do you want to get preparedness training in the New Year? Find out how at www.citizencorps.gov.
13. ATMs may not work during a power outage, so make sure you have extra cash at home.
14. Help your community or your office get *Ready* in 2010. Visit ready.gov to get started.
15. The end of the year is a good time to back up computer files and operating systems.
16. It's almost the New Year! *Resolve to be Ready in 2010*.
17. If you have a plan and get informed, it will be easier to respond without added stress and worry during an emergency. *Resolve to be Ready!*
18. Freeze-dried or dehydrated #10 cans of food are compact & can store for 5 years compared to the 1 yr shelf life of store bought canned food
19. Buy 2 or 3 cans of canned goods when they're on sale. This way you slowly stock up on food storage without breaking your budget
20. Christmas trees and Hanukkah candles bring an increased risk of fire danger. Be smart, stay safe <http://www.usfa.dhs.gov/citizens/focus/holiday.shtm>
21. New Year's Resolution: I will set aside a little money each week for family emergency supplies; a little money goes a long way!

RESOLVE TO BE READY WEB BANNERS AND POSTER

Post any of these banners on your Web site. Electronic versions are available for download by visiting <http://www.ready.gov/america/about/resolve2010.html>



Resolve to be Ready
in 2010

Ad Council
Ready.



Resolve to be Ready
in 2010

Ready.
www.ready.gov

Ad Council

“Here’s a New Year’s resolution you can keep: Resolve to be Ready”

2010 NEW YEAR'S RESOLUTIONS

1. Lose Weight
2. Get A Kit
3. Make A Plan
4. Be Informed
5. Remember Birthdays
6. Earlier To Bed

RESOLVE TO BE READY

For more information on how to prepare your family, home, and business for all types of emergencies, visit www.ready.gov.

U.S. DEPARTMENT OF HOMELAND SECURITY
FEMA

Ad Council

Ready.
www.ready.gov

SAMPLE E-MAIL ANNOUNCEMENT ENCOURAGING EMERGENCY PREPAREDNESS

Dear **STAKEHOLDERS**:

This New Year's Eve, nearly 50 percent of Americans will make at least one resolution as they look toward 2010. **ORGANIZATION** wants to encourage our **COMMUNITY** to make preparing for an emergency a resolution that is both important and easy to keep.

1. Create a family emergency plan

Your family may not be together when an emergency happens, so it is important to plan in advance: how you will contact one another; how you will get back together; and what you will do in different situations. You can download a family emergency plan template from by visiting <http://www.ready.gov/america/makeaplan/index.html>

2. Put together an emergency supply kit

You may need to survive on your own after an emergency. This means having your own food, water, and other supplies in sufficient quantity to last for at least three days. Local officials and relief workers will be on the scene after a disaster, but they cannot reach everyone immediately. You could get help in hours, or it might take days. In addition, basic services such as electricity, gas, water, sewage treatment, and telephones may be cut off for days, or even a week or longer. To find a complete checklist of the supplies your household may need in the event of an emergency, visit <http://www.ready.gov/america/getakit/index.html>

3. Be informed about the different types of emergencies that can happen in your area and their appropriate responses.

Learn about the hazards that may strike your community, the risks you face from these hazards, and your community's plans for warning and evacuation. You can obtain this information by visiting <http://www.ready.gov/america/beinformed/index.html>

4. Get involved in emergency preparedness

Visit www.CitizenCorps.gov to find local [Citizen Corps Councils](#), [USAonWatch](#) (Neighborhood Watch) groups, [Community Emergency Response Teams](#) (CERT), [Fire Corps](#) programs, [Volunteers in Police Service](#) (VIPS) programs, and [Medical Reserve Corps](#) (MRC) units. Ask them what you can do to prepare and train yourself and your community for disasters and how to get involved locally.

Contact local chapters of the [American Red Cross](#) and [National Voluntary Organizations Active in Disaster](#) for local disaster preparedness and response service opportunities.

If you are interested in starting a local emergency preparedness initiative in your neighborhood or community, visit <http://serve.gov/toolkits/disaster/index.asp> to download a toolkit that will walk you through the steps to start a project.

ORGANIZATION encourages you to use these tools to make a New Year's resolution that will bring you and your loved ones peace of mind.

Wishing you a happy and safe New Year, and remember, *Resolve to Be Ready in 2010*.

Sincerely,

NAME

TITLE, ORGANIZATION

SAMPLE EMERGENCY PREPAREDNESS NEWSLETTER/WEB SITE ARTICLE

Include articles about emergency preparedness in your newsletters, local newspaper or on your Web site. Below is an article that you can use. It should be bylined by Becky Marquis, Acting Director, *Ready* Campaign, and the copy should not be altered.

Additionally, please feel free to utilize our *Ready* PSAs in your newsletters. They can be downloaded for free from the Ad Council's PSA Central Web site: <http://psacentral.adcouncil.org/psacentral>.

“Resolve to be Ready in 2010”

Becky Marquis, Acting Director, *Ready* Campaign

For many, the New Year is a time for making resolutions and goals for the year to come. Spend more time with the family, lose 10 pounds, exercise more and reduce debt are resolutions that appear on many of our lists, but the Federal Emergency Management Agency's (FEMA) *Ready* Campaign is asking you to *Resolve to be Ready in 2010* by making an emergency preparedness resolution.

The Campaign would like to make an emergency preparedness resolution easy to keep by providing the tools and resources needed to take the three important steps: get a kit, make a plan and be informed about the different types of emergencies that could occur in your area and their appropriate responses.

Floods, winter storms, wildfires and earthquakes - no matter what Mother Nature has in store, preparing ahead of time can mitigate her nastier surprises, speed recovery, and reduce losses - not to mention regrets. By following the *Ready* Campaign's three steps, preparing for an emergency can be a simple and realistic resolution you can keep all year long. You and your family can update or initiate your own emergency preparedness plan, build your own supply kit and be ready for winter storms, spring nor'easters or summer power outages.

Basic services such as electricity, gas, water, sewage treatment, and telephones may be cut off for days, or even a week or longer, so it's important to have supplies on hand. In addition, your family may not be together when an emergency happens, so it is important to plan in advance: how you will contact one another; how you will get back together; and what you will do in different situations?

Free preparedness resources, such as a Family Emergency Plan template and an Emergency Supply Kit Checklist are just a click away at www.Ready.gov or www.listo.gov. The *Ready* Web site also has a special section for kids, ages 8-12, (*Ready Kids*) and small-to medium-sized businesses (*Ready Business*).

Emergencies will happen, but taking action now can help us minimize the impact they will have on our lives. Preparedness is contagious, what starts with one family can spread throughout a neighborhood, and every prepared neighborhood frees up emergency responders to take care of those who are in dire need. Preparedness is a shared responsibility; everyone is going to have to play a role. So *Resolve to be Ready in 2010*.

PREPAREDNESS TIPS TO INCLUDE IN YOUR NEWSLETTER

For Families:

- Make sure your family has a plan in case of an emergency. Before an emergency happens, sit down together and decide how you will get in contact with each other, where you will go and what you will do in an emergency.
 - Determine a neighborhood meeting place, a regional meeting place and an evacuation location.
 - Identify an out-of-town emergency contact. It may be easier to make a long-distance phone call than to call across town, so an out-of-town contact is important to help communicate among separated family members. Be sure every member of your family knows the out-of-town phone number and has coins or a prepaid phone card to call the emergency contact. You may have trouble getting through, or the telephone system may be down altogether, but be patient.
 - You may also want to inquire about emergency plans at places where your family spends time, such as a place of employment. If no plans exist, consider volunteering to help create one.
- Get an emergency supply kit. Be sure to consider additional items to accommodate family members' special needs:
 - Prescription medications and glasses
 - Infant formula and diapers
 - Pet food, extra water for your pet, leash and collar
 - Important family documents such as copies of insurance policies, identification and bank account records in a waterproof, portable container
 - Books, games, puzzles or other activities for children
- Talk to your neighbors about how you can work together in the event of an emergency. You will be better prepared to safely reunite your family and loved ones during an emergency if you think ahead and communicate with others in advance.

For Parents:

If you are a parent, or guardian of an elderly or disabled individual, make sure schools and care providers have emergency response plans:

- Ask how they will communicate with families during a crisis.
- Ask if they store adequate food, water and other basic supplies.
- Find out if they are prepared to "shelter-in-place" if need be, and where they plan to go if they must get away.

For Workplaces:

- Take a critical look at your heating, ventilation and air conditioning system to determine if it is secure or if it could feasibly be upgraded to better filter potential contaminants, and be sure you know how to turn it off if you need to.
- Think about what to do if your employees can't go home.
- Make sure you have appropriate supplies on-hand.

For Communities:

- Find out what kinds of disasters, both natural and man-made, are most likely to occur in your area and how you will be notified. Methods of getting your attention vary from community to community. One common method is to broadcast via emergency radio and TV broadcasts. You might hear a special siren, or get a telephone call, or emergency workers may go door-to-door. Contact a nearby Citizen Corps Council for help with emergency planning, or work with your local government and emergency management office to help start a Council in your area. Visit citizencorps.gov to find local Councils in your community.

For additional tips and information, visit www.ready.gov

RESOLVE TO BE READY BACKGROUND INFORMATION/TALKING POINTS

Resolve to be Ready

- *Resolve to Be Ready* is an effort by FEMA's *Ready* Campaign and its partners to encourage Americans to make a New Year's resolution to prepare for emergencies by following three simple steps:
 1. Get an emergency supply kit
 2. Make a family emergency plan
 3. Be informed about the types of emergencies that can occur in your area and their appropriate responses.

Emergency Supply Kit

- The *Ready* Campaign recommends that a basic emergency supply kit include:
 - **One gallon of water per person per day**, for three days – and remember to include water for your pets, too
 - It's important to store *at least* a three-day supply of **non-perishable food**. Select foods that require no refrigeration, preparation or cooking and little or no water and choose foods your family will eat: ready-to-eat canned meats, peanut butter, protein or fruit bars, dry cereal or granola
 - A manual **can opener** and eating **utensils**
 - Battery-powered or hand crank **radio** and a NOAA Weather Radio with tone alert and **extra batteries** for both
 - **Flashlight** and **extra batteries**
 - **First aid kit**
 - **Whistle** to signal for help
 - **Dust mask**, to help filter contaminated air and plastic sheeting and duct tape to shelter-in-place
 - **Moist towelettes, garbage bags and plastic ties** for personal sanitation
 - **Wrench or pliers** to turn off utilities
 - **Local maps**
 - Important family **documents** such as copies of insurance policies, identification and bank account records in a waterproof, portable container
- The *Ready* Campaign also encourages people to consider the special needs of their family members:
 - **Prescription medications, extra pair of contact lenses and glasses**
 - **Infant formula and diapers**
 - **Pet food, extra water** for your pet, leash and collar
 - Books, games, puzzles or other **activities** for children
- For a complete list of items, visit www.ready.gov or the Spanish-language site www.listo.gov to download a free emergency supply checklist or call **1-800-BE-READY** or **1-888-SE-LISTO**.

Family Emergency Plan

- Families may not be together when an emergency happens and you may not have access to cell phones, gas stations, grocery stores or some of the other things that you are used to having every day.
- A family emergency plan allows families to work together to **develop a meeting place, establish an out-of-town contact** and **gather essential information** that would help them to stay connected in the event of an emergency.
- Download a free template at www.ready.gov or www.listo.gov.

Be Informed

- **Ready.gov** and **Listo.gov** contain information about different types of emergencies, as well as contact information for cities and states across the country.
- **Call 1-800-BE-READY**

MEDIA PITCH TEMPLATE

This pitch is meant to be sent with your Media Advisory or your Press Release and is used in a similar fashion to a cover letter.

Subject: *Resolve to Be Ready in 2010.*

Hi **<REPORTER>**,

As we enter the New Year, **<ORGANIZATION>** is urging **<TOWN/COMMUNITY/REGION>** to make preparing for an emergency a New Year's resolution that is both important and easy to keep.

It just takes three steps:

1. Get an emergency supply kit.
2. Make a family emergency plan.
3. Be informed about the different types of emergencies that could occur in your area and their appropriate responses.

To help everyone take these steps to get prepared, **<ORGANIZATION>** is proud to be **<HOSTING/SPONSORING/ORGANIZING>** **<EVENT>**. **<EVENT DESCRIPTION>**.

Additionally, **<ORGANIZATION>** is encouraging **<TOWN/COMMUNITY/REGION>** to visit www.ready.gov or the Spanish-language web site www.listo.gov to learn how to prepare their families, homes and businesses for all types of emergencies including natural and man-made disasters.

If you are interested, **<SPOKESPERSON, TITLE>** is available to speak with you about **<EVENT>** and provide simple ways that individuals, families, businesses and communities can get *Ready* for any emergency. If you would like to speak with **<SPOKESPERSON>** or need any additional information, please feel free to contact me at **<E-MAIL ADDRESS AND/OR PHONE NUMBER>**

Wishing you a happy and safe New Year, and remember, *Resolve to Be Ready in 2010.*

Thank you,

NAME
TITLE, ORGANIZATION

MEDIA ADVISORY TEMPLATE FOR *RESOLVE TO BE READY* EVENTS

This media advisory template is designed to be tailored to your event and to be used for alerting the media and inviting the media to your event.

MEDIA ADVISORY

Attention News Directors and Assignment Editors

WRITE A HEADING - (EXAMPLE: <COMPANY> HOLDS NEW YEAR'S BASH WITH PREPAREDNESS THEME AND FAMILY ACTIVITIES) - INCLUDE CATCHY TITLE AND SOME DETAILS

GIVE A BRIEF DESCRIPTION HERE – 3 OR 4 SENTENCES MAXIMUM. INCLUDE AND EXPLAIN AS BRIEFLY AS POSSIBLE THE 5 W'S OF WHAT'S HAPPENING: **WHO, WHAT, WHEN, WHERE** AND **WHY**. PLEASE BE SURE TO **BOLD** THE IMPORTANT/FACTUAL ELEMENTS – SO THEY CATCH THE **READER'S EYE**.

******PHOTOS OR INTERVIEW OPPORTUNITIES-IF AVAILABLE******

WHO: INCLUDES THE ORGANIZATION NAME, EXECUTIVE DIRECTORS, MANAGEMENT, QUOTED SOURCES, SPONSORS, SPEAKERS, ETC.

WHAT: THE NAME OF THE EVENT, WHAT THE EVENT IS ABOUT

WHERE: PLACE
ADDRESS

WHEN: FULL DATE AND TIME

WHY: THIS INFORMATION MAY NOT ALWAYS BE RELEVANT, BUT IT WILL BE IMPORTANT IF YOU ARE PUTTING TOGETHER A FUNDRAISING EVENT OR AN AWARENESS CAMPAIGN

URL: URL IF AVAILABLE

CONTACT: YOUR NAME, ORGANIZER
PHONE NUMBER
E-MAIL ADDRESS

RESOLVE TO BE READY 2010 PRESS RELEASE TEMPLATE

The *Ready* Campaign will be distributing a national press release to promote *Resolve to be Ready 2010*. This press release template is designed to be tailored so you can send it to your own local media announcing your efforts.

Press Release

<Month, Day Year>

Contact: <Contact Name>, <Phone>

<ORGANIZATION> Encourages Americans to *Resolve to Be Ready in 2010*

<CITY, STATE> – For many, the New Year is a time for making resolutions and goals for the year to come. The Federal Emergency Management Agency’s (FEMA) *Ready* Campaign is asking Americans to *Resolve to be Ready in 2010* by put emergency preparedness at the top of their list of resolutions.

Floods, winter storms, wildfires and earthquakes - no matter what Mother Nature has in store, preparing ahead of time can mitigate her nastier surprises, speed recovery, and reduce losses. By following the *Ready* Campaign’s three steps, preparing for an emergency can be a simple and realistic resolution you can keep all year long: 1) Get an emergency supply kit; 2) Make a family emergency plan; and 3) Be informed about the types of emergencies that can happen in your area and their appropriate responses.

<INSERT QUOTE FROM YOUR ORGANIZATION HERE>

<INSERT EVENT DETAILS HERE>

Emergencies will happen, but taking action now can help us minimize the impact they will have on our lives. Preparedness is contagious, what starts with one family can spread throughout a neighborhood, and every prepared neighborhood frees up emergency responders to take care of those who are in dire need. Remember, *Resolve to be Ready in 2010!*

For more information, visit www.ready.gov or the Spanish-language web site www.listo.gov or call 1-800-BE-Ready or 1-888-SE-LISTO. The Web site includes free information, checklists and guidelines about the two other key components of preparedness – developing a family emergency plan and being informed.



“Rex” the *Ready Kids* Mascot

Brought to you by the Federal Emergency Management Agency and The Advertising Council



Important:

All reservations must be made two weeks in advance. **NO EXCEPTIONS!**
 Requests will be taken on a first come, first serve basis.
 (Approximately six uses per month available.) A confirmation e-mail will be sent upon receipt of the request to inform you of the availability.
 This contract must be filled out with all the correct information.
Rental fee is \$150.00 plus shipping costs.

Date Needed: _____ Date Returning: _____

Organization Name: _____

Organization Contact: _____

Contact Phone: _____ Contact E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Credit Card Information - Name: _____

Expiration Date: _____ CVS: _____

IMPORTANT INFORMATION:

I have read and fully understand the following financial and maintenance responsibilities invoiced in the use of this costume:

- ✓ I agree to pay for any damage that occurs to the costume while it is in my possession.
- ✓ I acknowledge the rental agreement stating that I may only keep the costume for three days upon receipt. (i.e. Friday – Monday) or I will be charged for \$50 per day.
- ✓ I will arrange and pay for the costume to be returned by the date indicated.
- ✓ I agree to pay \$150 + shipping for its three-day use and comply with all instructions including maintenance, repacking and return of the costume.
- ✓ If the costume can't be returned by set date, I will contact M&C to reschedule.

2841 Oakland Avenue, Minneapolis, MN 55407-1301 • (612) 874-8176 • Fax (612) 874-6003
www.mascotsandcostumes.com E-mail Address: contract.service@mascotsandcostumes.com

ORDERING *READY* PSAs

Ready PSAs, produced and distributed by the Ad Council, are available to be shared with your members, employees, stakeholders, etc. Include new *Ready* print ads in your organization or community newsletters and publications, or post or play them in your break room or at local community centers and libraries. You can also provide copies to your local newspapers, television and radio stations and encourage them to air the PSAs. Note that there are also localizable versions available to state and local governments.

To download or order copies of the TV, radio, print, Internet or outdoor PSAs, visit the Ad Council's PSA Central Web site at <http://psacentral.adcouncil.org/psacentral>. All available materials are provided free of charge. Please check the PSA Central Web site for the various lengths and sizes available for the PSAs.



PSAs utilize the metaphor that a disaster can turn your world and your family's life "upside down," to encourage Americans to prepare and direct audiences to visit www.ready.gov where they can find tools and resources to prepare.

Ready brochures and pamphlets are also available free of charge. There are materials for *Ready America*, *Ready Business*, *Ready Kids*, and also brochures for pet owners, older Americans and Americans with disabilities and special needs.

Ready materials are available free in limited supply. To order *Ready* materials, please call the FEMA warehouse at 1-800-480-2520 or fax the attached request form to 301-362-5335.

In the event that you need a quantity of materials that exceeds what can be ordered for free, *Ready* provides a couple of options. All the brochures can be downloaded from the *Ready* web site at <http://www.Ready.gov/america/publications/allpubs.html>. Additionally, if you would like to have the brochures professionally printed at your own expense, *Ready* can send you the source files.

Having brochures professionally printed at your own expense will allow you the option to localize the brochures by placing your local emergency contact information on the back cover.

*** **Important Note:** Please allow **4 to 6 weeks** for the shipping of these materials. To receive materials more quickly, you can select express mail at your own expense, and will need to provide your UPS or FedEx number on the order form. ***



Ready Materials Order Form

Voice: 1 (800) 480-2520 Fax: (240) 699-0525

To place an order call **1 (800) 480-2520**, 8:00 am to 5:00 pm, Eastern Standard Time (EST), Monday – Friday, or fax to **(240) 699-0525** or mail to:

FEMA Distribution Center, 4440 Buckeystown Pike, Frederick, MD 21704

Please allow 4 to 6 weeks for free shipping.

Quantity	Inventory #	Publication Title	Limit	Type
	9-0618	Preparing Makes Sense - Get Ready Now (English)	250	Tri-Fold
	9-0974	Preparing Makes Sense - Get Ready Now Brochure (English)	200	Brochure
	9-0659	Ready Emergency Supply List	250	Tri-Fold
	9-0637	Preparing Makes Sense - Get Ready Now (Spanish)	250	Quad-Fold
	9-0698	Preparing Makes Sense - Get Ready Now Brochure (Spanish)	250	Brochure
	9-0654	Ready Kids Poster and Teacher's Guide	10	Poster
	9-0655	Ready Kids Activity Book	100	Booklet
	9-0656	Preparing Your Pets for Emergencies Makes Sense	250	Tri-Fold
	9-0657	Preparing Makes Sense for Older Americans	250	Quad-Fold
	9-0658	Preparing Makes Sense for People with Disabilities and Special Needs	250	Quad-Fold
	9-0638	Every Business Should Have a Plan - Quad-Fold	1000	Quad-Fold
	9-0635	Every Business Should Have a Plan - Brochure	100	Brochure
	9-0636	Every Business Should Have a Plan - Poster	25	Poster
	9-0640	Ready Business Mentoring Guide - Mentor Edition	25	Book
	9-0639	Ready Business Mentoring Guide - User Edition	25	Book

Name: _____

Company: _____

Street Address: _____

City, State, ZIP: _____

Telephone: () Fax: ()

(11/09)



www.citizencorps.gov

To place an order for Citizen Corps and other emergency preparedness materials, please call 8:00 am – 5:00 pm (EST), Monday - Friday the FEMA Distribution Center at **1-800-480-2520**.

Publication Title (Inventory Number)	Limit	Type
Citizen Corps Brochure: Preparing Makes Sense. Get Involved Now. (9-0511)	1000	Tri-fold
Community Emergency Response Team (CERT) Brochure (9-0489)	250	Tri-fold
FEMA -Disaster Preparedness Activity Book: Ages 4-7	25	Activity Book
FEMA- Disaster Preparedness Activity Book: Ages 8-11	25	Activity Book
FEMA- Preparing for Disaster (9-1984)	30	Pamphlet
FEMA- Getting Ready For Disaster - One Family's Experience (0-0030)	25	DVD
FEMA- Food and Water in an Emergency (9-1985)	30	Pamphlet
NOAA- Hurricanes Unleashing Nature's Fury (0-0125)	50	Pamphlet
FEMA- Fact Sheet : Hurricanes (0-0047)	1000	Handout
FEMA- Fact Sheet: Floods (0-0435)	250	Handout
FEMA- Fact Sheet: Tornados (0-0436)	250	Handout
FEMA- Fact Sheet: Thunderstorms (0-0437)	250	Handout
FEMA -Fact Sheet: Earthquakes (0-0439)	250	Handout

EMERGENCY PREPAREDNESS QUIZ – HOW *READY* ARE YOU?

This Emergency Preparedness Quiz can be included in your newsletter, on your Web site or you may give the quiz to your members, employees or customers at local events.

The *Ready* Campaign thinks these are some things you need to do and know to be *Ready*.

- Do you have an Emergency Supply Kit in your home? (If not, visit www.ready.gov for an Emergency Supply Kit checklist.)
- What emergencies could occur in your area? (Visit your local Office of Emergency Management for help with this answer.)
- What are your local evacuation routes? How would you get out of town from work? How would you get out of town from home? (Visit your local Office of Emergency Management for help with this answer.)
- Does your city/county have a Citizen Corps Council? (If you don't know, visit www.citizencorps.gov)
- Does your city/county have an emergency alert system? If so, are you signed up to get alerts? (Visit your local Office of Emergency Management for help with this answer.)
- Do you know the local radio station you would tune into to get emergency information? (Visit your local Office of Emergency Management for help with this answer.)

EMERGENCY PREPAREDNESS QUIZ FOR KIDS – Are you *Ready*?

This Emergency Preparedness Quiz can be included in your newsletter, on your Web site, or you may give the quiz to kids at local events.

1. What is NOT one of the four steps you can take to help your family be prepared for emergencies?
 - A. Eat your vegetables**
 - B. Get a kit
 - C. Make a plan
 - D. Be Informed
 - E. Get Involved
2. What should a Family Communications Plan include?
 - A. Information about how we would get in touch with each other during an emergency
 - B. Where we would meet
 - C. How we would remain in contact
 - D. All of the above**
3. How much water should you have in your Ready Kit?
 - A. One small water bottle for each person
 - B. One gallon for the whole family
 - C. One gallon of water per person per day**
 - D. One gallon of water for the family per day
4. Which of the following is NOT an important part of an Emergency Supply Kit?
 - A. Flashlight
 - B. Batteries
 - C. Water
 - D. Video Games**
5. How quickly can a fire spread through a house?
 - A. 10 minutes
 - B. As little as five minutes**
 - C. 30 minutes
 - D. 45 minutes
6. In an emergency, what number should you dial to contact the police and fire department?
 - A. 911**
 - B. 111
 - C. 711
 - D. 311
7. In an emergency, what should you have available to hear news and official reports about what is occurring?
 - A. A battery-powered radio**
 - B. A CD player
 - C. A board game
 - D. DVD player

PREPAREDNESS ALL YEAR LONG

New Years is a great time to promote emergency preparedness and get your family's and business' plan together, but emergencies can happen at any time so it is important to be prepared and involved throughout the year. We've included several other times of year you can raise awareness around emergency preparedness. A larger list of weekly and monthly themes can be found at: <http://www.citizencorps.gov/news/themes.shtm>.

Event: National Blood Donor Month

Date(s): January

Description: Blood is traditionally in short supply during the winter months due to the holidays, travel schedules, inclement weather and illness. January, in particular, is a difficult month for blood centers to collect blood donations. The American Association of Blood Banks, in conjunction with America's Blood Centers and the American Red Cross, celebrates National Blood Donor Month (NBDM) to encourage donors to give or pledge to give blood. www.aabb.org

Event: *Go Direct* Month

Date(s): February

Description: The U.S. Department of the Treasury and the Federal Reserve Banks sponsor *Go Direct*®, a campaign to motivate people who receive federal benefit checks to sign up for direct deposit. For those who depend on the mail for their Social Security benefits, a difficult situation can become worse if they are evacuated or lose their mail service. Tens of thousands of emergency payments had to be issued in the weeks following Hurricanes Katrina and Rita. Switching to electronic payment is one simple, significant way people can protect themselves before disaster strikes. It also eliminates the risk of stolen checks. More information, including the *Go Direct* Disaster Preparedness Toolkit, talking points, and web banners, is available at http://www.godirect.org/partners/Disaster_Preparedness.cfm.

Event: American Red Cross Month

Date(s): March

Description: March is American Red Cross Month, a month long celebration of Red Cross accomplishments and a look forward to future goals. The month-long commemoration was created in the 1940s when the Red Cross started a "Roll Call" drive to increase public support during wartime. After discussions with President Franklin Roosevelt, the honorary chairman of the Red Cross, an official call for support was issued, and he declared the whole month of March Red Cross Month. Each President since has issued a proclamation for the month. Visit <http://www.redcross.org/>

Event: Flood Safety Awareness Week

Date(s): March 15-19, 2010 (usually 3rd week of March)

Description: Flooding is a coast-to-coast threat to the United States and its territories in all months of the year. National Flood Safety Awareness Week is intended to highlight some of the many ways floods can occur, the hazards associated with floods, and what you can do to save life and property. For more information: www.floodsafety.noaa.gov.

Event: National Hurricane Preparedness Week

Date(s): May 24-30, 2010 (usually last week in May)

Description: Hurricane hazards come in many forms: [storm surge](#), [high winds](#), [tornadoes](#) and [flooding](#). This means it is important for your family to [have a plan](#) that includes all of these hazards. Look carefully at the safety actions associated with each type of hurricane hazard and prepare your family disaster plan accordingly. But, remember this is only a guide. The first and most important thing anyone should do when facing a hurricane threat is to use common sense. By knowing your vulnerability and what actions you should take, you can reduce the effects of a hurricane disaster. For more information: www.hurricanes.gov/prepare.

Event: National Lightning Safety Awareness Week

Date(s): June 21-27, 2010

Description: Summer is the peak season for one of the nation's deadliest weather phenomena - lightning. But don't be fooled, lightning strikes year-round. The goal of Lightning Safety Awareness week is to safeguard U.S. residents from lightning and teach them what they can do when lightning strikes. For more information, visit www.lightningsafety.noaa.gov.

Event: National Safety Month

Date(s): June

Description: Founded in 1913 and chartered by the U.S. Congress in 1953, the National Safety Council is the nation's only organization committed to promoting safety in all aspects of American Life. National Safety Month addresses the nation's safety issues in the home and community, on our roads and highways and in our workplaces. For more information, visit www.nsc.org.

Event: National Preparedness Month

Date(s): September

Description: FEMA's *Ready* Campaign sponsors National Preparedness Month (NPM) annually. In 2009, the *Ready* Campaign helped Americans understand that preparedness goes beyond fire alarms, smoke detectors, dead-bolt locks, and extra food in the pantry to change perceptions about emergency preparedness and help Americans understand what it truly means to be "*Ready*." Nearly 2,700 organizations joined the *Ready* Campaign in promoting this message across the country in homes, schools, businesses, and communities. For more information, visit <http://www.ready.gov/america/npm09/index.html>.

Event: National Cyber Security Awareness Month

Date(s): October

Description: The U.S. Department of Homeland Security's (DHS) National Cyber Security Division sponsors National Cyber Security Awareness Month in October, designed to educate the public on the shared responsibility of protecting cyberspace. DHS employs numerous strategies to increase the security, resiliency, and reliability of the nation's information technology (IT) and communications infrastructure. For more information, visit http://www.dhs.gov/xprevprot/programs/gc_1158611596104.shtm.

Event: National Fire Prevention Week

Date(s): October 3-9, 2010 (annually the week that includes Oct. 9)

Description: The National Fire Protection Association (NFPA) sponsors this week annually. Contact your local newspaper, radio, and television outlets to let reporters know that this week is National Fire Prevention Week. Provide local statistics and information about the damage fires have done and can do, as well as information on preventing fires. Consider arranging for local firefighters to visit middle and high schools to talk to students about fire prevention. Organize door-to-door campaigns to check smoke detectors and carbon monoxide monitors. Contact local NFPA groups to work with them to help spread the fire safety message. For more information visit www.nfpa.org.

Event: National Animal Safety and Protection Month

Date(s): October

Description: Observance to promote the appropriate ways to protect and care for domestic and wild animals and help people strengthen their ability to stay safe around animals. For more information: www.PALS.R8.org.