

The following suggested activities will help your organization prepare for and hold your day of action in support of America's PrepareAthon!

GET READY

- Get your leadership on board.** Use the Our Role in America's PrepareAthon! PowerPoint to get approval from your organizational leadership.
- Identify your hazard(s).** Identify the disasters that could happen in your community to help provide focus for your day of action activities.
- Review America's PrepareAthon! materials.** Go to the website www.ready.gov/prepare and review preparedness resources on the hazard(s) you have selected to help you approach your day of action.

PLAN AND PROMOTE

- Choose one or more America's PrepareAthon! activities.** Decide which type of participation is best for your organization: Holding a facilitated preparedness discussion, conducting a drill, or implementing a hazard-specific tabletop exercise.
- Set goals.** Set goals for participation and share them with your participants.
- Register your participation online.** Take a moment to register your day of action at www.ready.gov/prepare to demonstrate that your organization is joining others nationwide to improve preparedness and resilience.
- Promote your day of action.** The America's PrepareAthon! website provides a Resource Catalog of promotional materials, a Communications Toolkit, and a Media Guide to help you spread the word and generate interest and participation. You can:
 - Send customized invitations, followup reminders, and day-of communications;
 - Join the national conversation about why it is important to be prepared; and
 - Use your communications platforms—including websites, listservs, newsletters, and social media (e.g., Facebook, Twitter, and YouTube)—to demonstrate your commitment to safety and document your participation in America's PrepareAthon!

TAKE ACTION

- Hold your day of action.** Conduct your discussion, activity, or tabletop exercise (or all three!).
- Inform your partners.** Alert partners, neighboring businesses, local government officials, and community leaders about your day of action and invite them to participate.
- Promote your day of action while it is happening.** Use social media to send out messages about your day of action as it is taking place.

FOLLOW UP

- Assess your success.** Immediately after your day of action, distribute the Participant Feedback Survey. Use the feedback to plan improvements in communications, policies, procedures, and facilities to enhance your organization's preparedness and resilience.
- Share your outcomes.** If you would like your information to be included in a report to the White House, e-mail your survey results to PrepareAthon@fema.dhs.gov.