

RESOURCE CATALOG

AMERICA'S
PrepareAthon!SM
BE SMART. TAKE PART. PREPARE.

MARCH 2014

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Introduction to America's PrepareAthon!

America's PrepareAthon!SM is a nationwide call to action.

America's PrepareAthon! is a nationwide, community-based campaign for action to increase emergency preparedness and resilience through hazard-specific drills, group discussions, and exercises. Every spring and fall, individuals, organizations, and communities around the country will focus on preparedness during the America's PrepareAthon! national day of action.

The campaign builds on existing disaster awareness campaigns by providing action-oriented guidance and tools specifically designed for workplaces, K–12 schools, institutions of higher education, houses of worship, community-based organizations, local leaders, and individuals and families to support the whole community.

The goal of America's PrepareAthon! is to increase the number of individuals who:

- Understand which disasters could happen in their community;
- Know what to do to be safe and mitigate damage;
- Take action to increase their preparedness; and
- Participate in community resilience planning.

America's PrepareAthon! Resources

This resource catalog provides an overview of the resources available to America's PrepareAthon! participants to support their preparedness activities and, more specifically, to use in implementing and promoting a day of action. Descriptions and thumbnails of resources are available for download and are included in the pages that follow.

- **Preparedness Resources** – The preparedness resources for America's PrepareAthon! participants include *How to Prepare* guides for each hazard, *Playbooks* for each community sector, a *Playbook for Local Leaders*, and *Prepare Your People* and *Prepare Your Organization* day of action guides.
- **Branding Resources** – The suite of logos and guidance for how to use and customize America's PrepareAthon! for a group or community provides a consistent way for participants and supporters to promote a day of action.
- **Promotional Resources** – Promotional materials include print and digital resources with America's PrepareAthon! creative designs, a *Media Event Planning Guide*, and a *Communications Toolkit*. These resources will help participants get the word out about their commitment to preparedness.

All the materials referenced in this resource catalog are free and are available for download at www.ready.gov/prepare.

Preparedness Resources

The following preparedness resources are designed to help workplaces, K–12 schools, institutions of higher education, houses of worship, community-based organizations, emergency managers, and individuals and families participate in America’s PrepareAthon! These resources focus on clear, easy steps to promote preparedness activities for local hazards. These materials are currently available for floods, tornadoes, hurricanes, and wildfires.

How to Prepare: This hazard-specific guide provides information on the basics of each hazard, how to protect yourself and your property, and what steps to take now.

Playbook(s) for Your Day of Action: Available for five community sectors, these provide an introduction to the benefits of participating in America’s PrepareAthon! and explain how to use America’s PrepareAthon! tools and resources.

Playbook for Local Leaders: This guide provides emergency managers, first responders, and other local leaders with an introduction to America’s PrepareAthon!, the benefits of participating, and simple ways to engage the whole community in preparedness exercises and drills.

Prepare Your People: These day of action guides are tailored to each sector and audience. The guides provide step-by-step outlines for conducting a day of action by holding a preparedness discussion and simple drill.

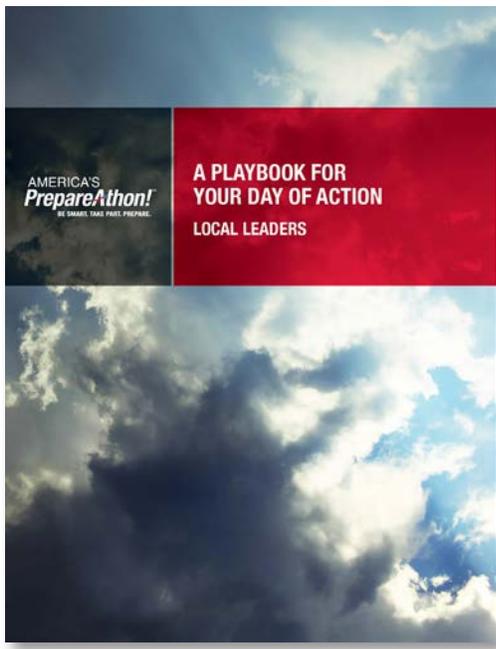
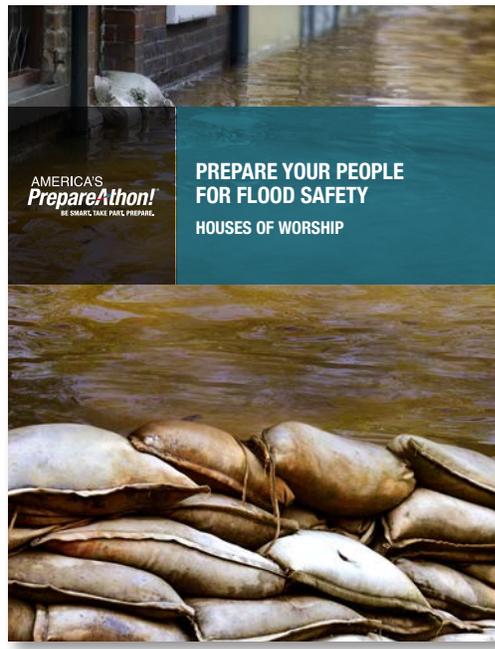
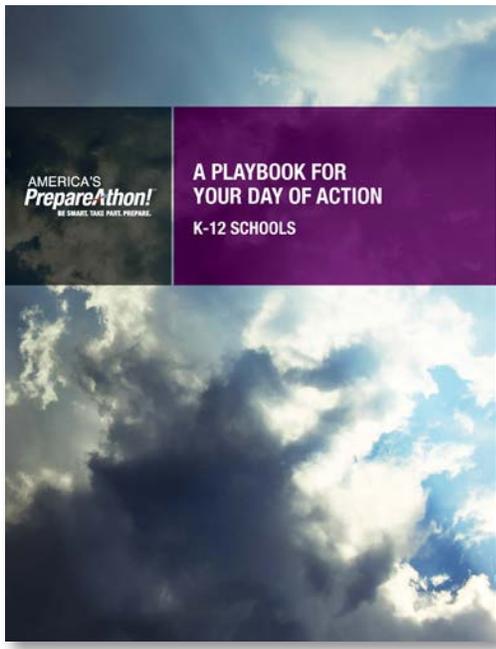
Prepare Your Organization: These day of action guides provide step-by-step instructions on conducting a tabletop exercise designed to help organizations test their plans, policies, and procedures for a disaster. They are tailored for each hazard and audience.

Be Smart. Know Your Alerts and Warnings: This document outlines alerts, notifications, apps, and other resources available by location and by hazard.

Be Smart. Protect Your Critical Documents and Valuables: This checklist outlines documents that would be needed after a disaster to get on the road to recovery.

Participant Feedback Survey: This survey can be used to gather feedback from participants about day of action activities. Feedback from participants will help identify areas to strengthen in preparedness planning within your organization.

Certificates of Participation: These certificates can be customized and provided to your day of action participants. *(Not pictured).*



Playbooks are available for workplaces, K-12 schools, institutions of higher education, houses of worship, community-based organizations, local leaders, and individuals and families.

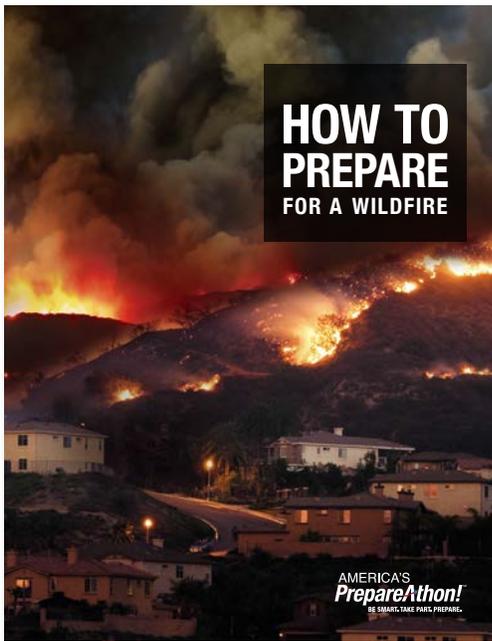
These guides are available for workplaces, K-12 schools, institutions of higher education, houses of worship, and community-based organizations. They cover the following hazards: floods, hurricanes, tornadoes, and wildfires.

TOP LEFT: Cover of *A Playbook for Your Day of Action: K-12 Schools*

TOP RIGHT: Cover of *Prepare Your People for Flood Safety: Houses of Worship*

BOTTOM LEFT: Cover of *A Playbook for Your Day of Action: Local Leaders*

BOTTOM RIGHT: Cover of *Prepare Your Organization for Hurricane Safety: Workplaces*



The *How to Guides* are available for the following hazards: floods, hurricanes, tornadoes, and wildfires.

MARCH 2014 AMERICA'S PrepareAthon! PARTICIPANT FEEDBACK SURVEY

Thank you for participating in our PrepareAthon! day of action. Please complete this short survey so that we can make our next day of action for disaster preparedness even better. We appreciate your feedback!

Which of the following day of action activities did you participate in? (select all that apply)

Preparedness discussion
 Preparedness drill
 Other (please specify) _____

Which websites did you visit for information about America's PrepareAthon! (select all that apply)

America's PrepareAthon! website
 Ready.gov website
 Other (please specify) _____

As a result of participating in the day of action, which of the following actions did you take, or do you plan to take, to prepare (select one for each activity)

ACTION	I TOOK THIS ACTION	I PLAN TO TAKE THIS ACTION	I DO NOT PLAN TO TAKE THIS ACTION
Identified and practiced seeking shelter in a protective location, either at my workplace or home			
Began to gather my legal, medical, and financial documents and put them in a safe space			
Started or updated a family communications plan			
Signed up for weather or emergency alerts and notifications			
Other (please specify)			

As a result of participating in the day of action (select one for each statement)

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
I am better prepared for an emergency or disaster.					
My organization is better prepared for an emergency or disaster.					
The day of action was well organized.					
This organization is committed to the safety and well-being of its employees.					

Comments (optional): _____

AMERICAN RED CROSS / AMERICAN RED CROSS / AMERICAN RED CROSS

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TOP LEFT: Cover of *How to Prepare for a Wildfire*



TOP RIGHT: Front page of *America's PrepareAthon! Participant Feedback Survey*

BOTTOM LEFT: Cover of *Be Smart. Know Your Alerts and Warnings*

BOTTOM RIGHT: Cover of *Be Smart. Protect Your Critical Documents and Valuables*

Branding Resources

America's PrepareAthon! provides a suite of logos that provide consistency and cohesiveness among supporters for the purposes of communications and promotion.

To establish a uniform brand, the America's PrepareAthon! logo includes standard elements that cannot be changed, such as the word PrepareAthon! For organizations that wish to customize the logo for added flexibility, there are areas to include the organization's name and specific hazard.

The *America's PrepareAthon! Logo Usage Guidelines* explain the elements of the logo, basic specifications for reproduction, and the proper use of the complete America's PrepareAthon! logo family, which includes the national logo, the customizable logo (PrepareAthon!), the national logo with tagline, and the customizable logo with tagline. America's PrepareAthon! logos are service marked in order to protect the credibility and integrity of the logos from any intentionally misleading purpose or misguided use.



TOP: National Tagline Logo With Grayscale, Black and White, and Reverse Options

BOTTOM: National Logo With Grayscale, Black and White, and Reverse Options

[YOUR ORGANIZATION'S]
PrepareAthon!SM

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Tornado Safety

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Wildfire Safety

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Flood Safety

[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Hurricane Safety

[YOUR ORGANIZATION'S]
PrepareAthon!SM
BE SMART. TAKE PART. PREPARE.

[YOUR ORGANIZATION'S]
PrepareAthon!SM
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**BE SMART.
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[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Wildfire Safety

**BE SMART.
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[YOUR ORGANIZATION'S]
PrepareAthon!SM
for Flood Safety

**BE SMART.
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PREPARE.**

[YOUR ORGANIZATION'S]
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TOP: Customizable, Hazard-Specific Logos

BOTTOM: Customizable, Hazard-Specific Tagline Logos

Promotional Resources

These materials are designed to make it easy for organizations to promote their participation in America’s PrepareAthon! and to generate media interest in their activities.

Print Materials

Be Smart. Take Part. Prepare Your Organization for Disaster. [Bifold Brochure for Organizations]:

This brochure presents organizations with a brief overview of America’s PrepareAthon! and explains how they can participate to build resiliency in their organizations.

Communications Toolkit: This guide provides key messaging as well as social media tips and tools that can be used to promote and support America’s PrepareAthon! activities.

Media Event Planning Guide: This guide provides media planning and outreach guidelines, and includes fill-in-the-blank templates.

Our Role in America’s PrepareAthon!

PowerPoint: This customizable presentation is designed to help people within an organization inform decision makers about America’s PrepareAthon! The PowerPoint outlines the benefits of participating in America’s PrepareAthon! and ways in which an organization can hold a day of action. *(Not pictured)*.

Day of Action Checklist: This checklist provides a comprehensive list of suggested activities to help plan for and hold a day of action.

Posters: These national and hazard-specific posters are multipurpose, and many can be customized so organizations

can insert the date, time, and location of their event or activity. Posters can also be used as advertisements, flyers, or other promotional tools.

Digital Tools

Digital Invitations: These invitations can be customized and sent through social media channels to drive awareness of relevant hazards and encourage individuals to participate in an event.

Web Badges: These badges can be displayed on a website to show support and involvement in America’s PrepareAthon! Anyone can click on the badge to go directly to the America’s PrepareAthon! website for more information.

Web Banners: These hazard-specific web banners can be displayed on a website to show support and involvement in America’s PrepareAthon! Anyone can click on the banner to go directly to the America’s PrepareAthon! website for more information.

Email Signature Banner: These banners can be added to email signature lines to show support and involvement in America’s PrepareAthon! Anyone can click on the email banner to go directly to the America’s PrepareAthon! website for more information. *(Not pictured)*.

How to Guide—Digital Media Tools:

This document provides step-by-step instructions on how to use the various America’s PrepareAthon! digital media tools for promotion. *(Not pictured)*.

General Promotional Package



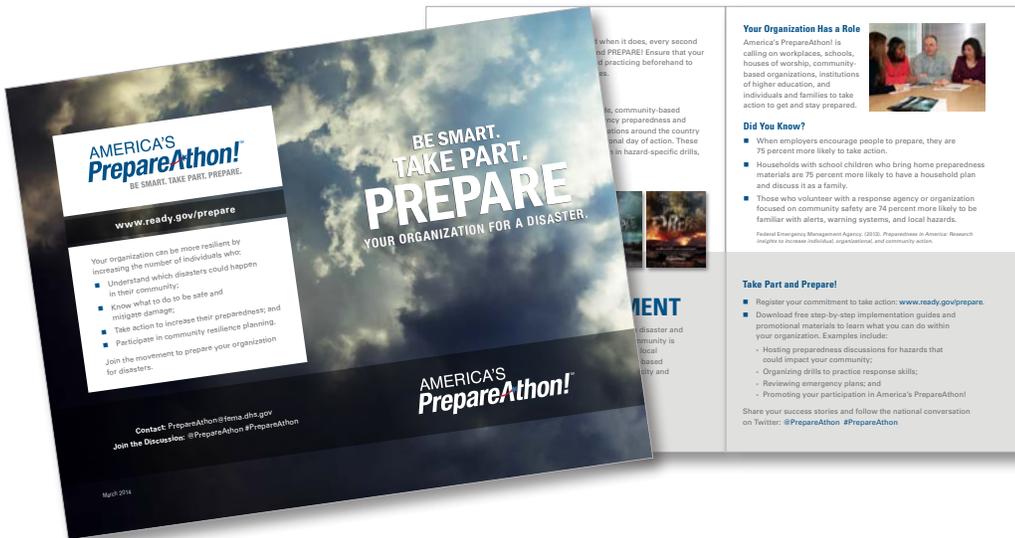
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Join the movement at www.ready.gov/prepare



**AMERICA'S
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America's PrepareAthon! is a community-based campaign that is bringing together millions of people to practice the simple steps that will help them get and stay prepared for disasters. Follow America's PrepareAthon! on Twitter @PrepareAthon using #PrepareAthon.

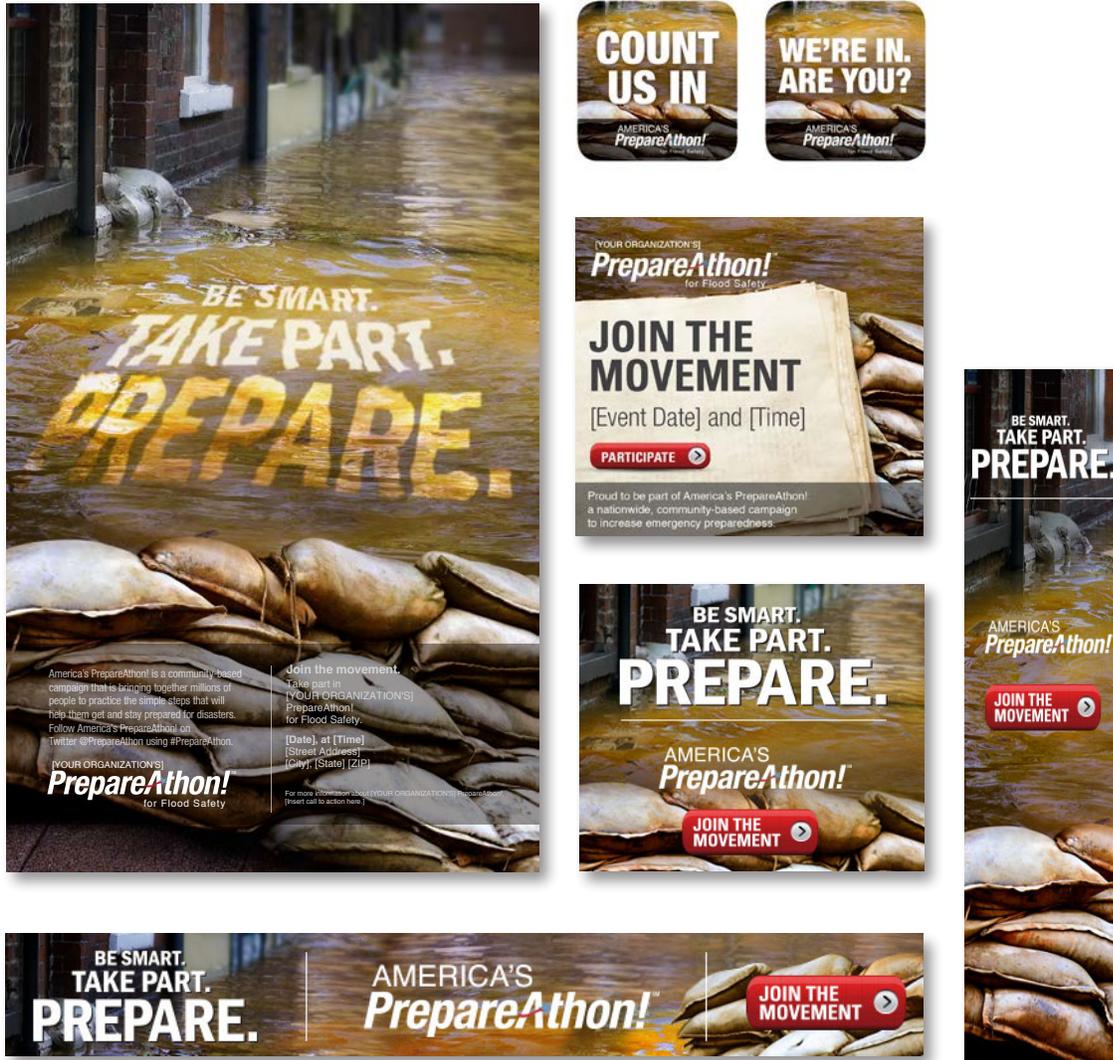


Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50. Banner/Button: 250x250 and 120x90

TOP: *Be Smart. Take Part. Prepare Your Organization for a Disaster Bifold*
 MIDDLE: Cover of the *Communications Toolkit*, cover of the *Media Event Planning Guide*, *Day of Action Checklist*
 BOTTOM: Web Badges, Digital Invitation, and Web Banners

Flood Promotional Package





Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

TOP LEFT: Customizable Poster

MIDDLE: Web Badges, Digital Invitation, Web Banner (300x250)

RIGHT: Web Banner (160x600)

BOTTOM: Web Banner (728x90)

Hurricane Promotional Package



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**AMERICA'S
PrepareAthon!**



Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

TOP LEFT: Customizable Poster

MIDDLE: Web Badges, Digital Invitation, Web Banner (300x250)

RIGHT: Web Banner (160x600)

BOTTOM: Web Banner (728x90)

Tornado Promotional Package





Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

TOP LEFT: Customizable Poster

MIDDLE: Web Badges, Digital Invitation, Web Banner (300x250)

RIGHT: Web Banner (160x600)

BOTTOM: Web Banner (728x90)

Wildfire Promotional Package





Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

TOP LEFT: Customizable Poster

MIDDLE: Web Badges, Digital Invitation, Web Banner (300x250)

RIGHT: Web Banner (160x600)

BOTTOM: Web Banner (728x90)



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