



[www.ready.gov/prepare](http://www.ready.gov/prepare)

Your organization can be more resilient by increasing 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.

Join the movement to prepare your organization for disasters.

BE SMART.  
TAKE PART.  
**PREPARE**  
YOUR ORGANIZATION FOR A DISASTER.

**Contact:** [PrepareAthon@fema.dhs.gov](mailto:PrepareAthon@fema.dhs.gov)  
**Join the Discussion:** @PrepareAthon #PrepareAthon



## Why Prepare Now?

A disaster can strike at any time. And when it does, every second counts. So BE SMART, TAKE PART, and PREPARE! Ensure that your organization is ready by preparing and practicing beforehand to reduce the impact when disaster strikes.

## America's PrepareAthon!

America's PrepareAthon! is a grassroots campaign for action to increase community emergency preparedness and resilience through hazard-specific drills, group discussions, and exercises. Throughout the year, America's PrepareAthon! helps communities and individuals across the country to practice preparedness actions before a disaster or emergency strikes.



# JOIN THE MOVEMENT

Communities are better prepared to withstand a disaster and are able to recover more quickly if the whole community is involved. When sectors like businesses, schools, local government, houses of worship, and community-based organizations work together, they help build capacity and strengthen the social support for all.

## Your Organization Has a Role

America's PrepareAthon! is calling on workplaces, schools, houses of worship, community-based organizations, institutions of higher education, and individuals and families to take action to get and stay prepared.



## Did You Know?

- When employers encourage people to prepare, they are 75 percent more likely to take action.
- Households with school children who bring home preparedness materials are 75 percent more likely to have a household plan and discuss it as a family.
- Those who volunteer with a response agency or organization focused on community safety are 74 percent more likely to be familiar with alerts, warning systems, and local hazards.

Federal Emergency Management Agency. (2013). *Preparedness in America: Research insights to increase individual, organizational, and community action.*

## Take Part and Prepare!

- Register your commitment to take action: [www.ready.gov/prepare](http://www.ready.gov/prepare).
- Download free step-by-step implementation guides and promotional materials to learn what you can do within your organization. Examples include:
  - Hosting preparedness discussions for hazards that could impact your community;
  - Organizing drills to practice response skills;
  - Reviewing emergency plans; and
  - Promoting your participation in America's PrepareAthon!

Share your success stories and follow the national conversation on Twitter: [@PrepareAthon](https://twitter.com/PrepareAthon) [#PrepareAthon](https://twitter.com/PrepareAthon)