



Unit 3: Promoting Your Program

CERT Program Manager



FEMA





Unit Objectives



- At the conclusion of this unit, participants will be able to describe the purposes and strategies for promoting a local CERT program:
 - Explain expected outcomes for program promotion
 - Identify community organizations to target for partnership



PM 3-1



Unit Objectives (cont'd)

- At the conclusion of this unit, participants will be able to:
 - Explain how the process of goal setting is linked to program promotion
 - Articulate CERT core messages to include in program promotion
 - Identify techniques for promoting a program to various audiences



PM 3-1



Unit Topics



- Why we promote and to whom we promote
- The importance of partnerships
- Program promotion and goal setting
- How to initiate and foster partnerships
- The promotional message



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Promotion: Why and Who

- Top priority for Program Managers



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Why Promote?



- Why is it important to promote your CERT program?
 - To get program started
 - To get volunteers
 - To keep program visible
 - To gain support from:
 - Public
 - Potential sponsors
 - Community officials
 - Professional responders
 - To educate about need for preparedness



PM 3-2



CERT Stakeholders



- Every community member is a stakeholder
- CERT program needs support of stakeholders to succeed
- Support may be passive or active



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Why Promote?



- What benefits could the CERT program have for key stakeholders and the community?
 - Supports emergency management and its agencies
 - Expands emergency response capability of community
 - Is reliable resource for emergency responders in non-emergency situations
 - Expands home and workplace preparedness
 - Increases neighborhood and workplace involvement with public safety



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Importance of Partnerships

- Partners are stakeholders who see usefulness of having more active relationship with CERT program
- Partnerships are essential in starting and sustaining CERT program



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What Do You Think?



- Think about list of benefits that CERT program can bring to stakeholders
- Who might your CERT program want as partners?



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What Do You Think?



- What will the partnership with these groups bring to CERT?



PM 3-3



Activity



Draft Program Plan: Identify Potential Partners



PM 3-6



The Overlap



- Overlap between setting your program's vision and stakeholders/partners
 - CERT program has vision and initial goals
 - CERT program approaches potential partner to explain how new community resource (CERT) could help partner
 - CERT program asks for input and incorporates input into developing final program goals
- Process results in stronger support for CERT program



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Levels of Partners



- For some partners program promotion and goal setting are tied together
- For other partners, CERT program sets goals first and then promotes program



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Program Partners



- For which stakeholders/partners are goal setting and promotion tied together?
 - Tied together for those whose approval is critical to program's existence



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Program Partners (cont'd)

- For which stakeholders/partners do you set the program goals first and then do program promotion?
 - Separate for program volunteers and those who are peripherally involved in program



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Activity



Draft Program Plan:

Program Partners and Goal Setting



PM 3-7



Create Partnerships



- Recruiting partners is like assembling a successful team
 - Takes thoughtful planning
- Program Managers probably will have only one opportunity to introduce CERT to many potential partners
- Make sure your approach is well planned



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How to Develop Partnerships

1. Create Program Description
2. Develop plan for approaching each partner
3. Schedule one-on-one meetings
4. Maintain contact
5. Constantly be alert for new partners



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#1 Create Program Description

- Even before Program Manager approaches potential partner, CERT program must be very clear on what program is about and what it will do
- Best way is by developing program description
 - Also called “white paper”
- Program description presents overall approach to program



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Program Description Development

- Develop draft program description first
- Refine paper after receiving input from partners
- Use information in final program description as you promote your program



PM 3-10



#2 Develop Plan

- Give careful thought to how you will approach each partner that you have targeted for participation



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#2 Develop Plan (cont'd)

- Prepare for a meeting with each potential partner
 - Research the organization
 - Identify how you can help each other
 - Develop talking points

Develop a Plan Checklist



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#3 Hold Meeting



- Be on time
- Be well prepared
- Be clear and concise
- Make sure to listen as well as talk
- End meeting on time



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#3 Hold Meeting (cont'd)

- Follow up meeting with letter:
 - Thanks person you met with
 - Briefly repeats your key points
 - Indicates when you will contact them again



PM 3-12



#4 Maintain Contact



- Have regular communication with organization's contact
- Make it win-win relationship
 - Promote your partners as you promote CERT program
 - Offer services to partner
 - Make it easy to do business with CERT program



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#5 Watch for New Partners

- Job of recruiting partners is ongoing
 - Keep notes of contacts you make and possible resources they can provide
 - Encourage partners to identify others who can contribute to CERT program



PM 3-13



Promotional Message



PM 3-16



Key Messages



- What are the key messages and values of the CERT Program?
 - Safety, safety, safety; “safety first”
 - Teamwork
 - Community members helping each other in the neighborhood, workplace, school, etc.
 - Valuing volunteers and CERT as an asset to the community
 - Preparedness



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Key Messages (cont'd)

- What are the key messages and values of the CERT Program? (cont'd)
 - Importance of each individual's contribution
 - Practice, practice, practice
 - Self-sufficiency and problem-solving, rather than the victim role
 - Leadership
 - Ability to do the greatest good for the greatest number in the shortest amount of time





Which Message Is Right?

- Needs of target audience dictate:
 - What promotional message CERT program uses
 - How that message is communicated



PM 3-16



Activity



Promoting the CERT Program



PM 3-17



Activity



Draft Program Plan: Promoting to Target Audiences



PM 3-19



Unit Summary



- Why We Promote and To Whom We Promote
- The Importance of Partnerships
- Program Promotion and Goal Setting
- How to Initiate and Foster Partnerships
- The Promotional Message



PM 3-19