
UNIT 3: PROMOTING YOUR PROGRAM

In this unit you will learn about:

- **Why We Promote and to Whom We Promote.** The reasons for promoting your program and the different audiences for promotion.
- **The Importance of Partnerships.** Why partnerships are important and possible partners.
- **Program Promotion and Goal Setting.** How program promotion and goal setting tie together.
- **How to Initiate and Foster Partnerships.** The process for developing and maintaining key partnerships.
- **The Promotional Message.** CERT core values to include in promotional messages and how to promote a program to various audiences.

[This page intentionally left blank]

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

LEARNING OBJECTIVES/ PERFORMANCE OUTCOMES

At the conclusion of this unit, the 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.
 - Identify strategies for developing and maintaining partnerships.
 - 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.

SCOPE

The topics that will be discussed in this unit are:

- Unit Overview
- 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
- Unit Summary

ESTIMATED COMPLETION TIME

2 hours

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

TRAINING METHODS

The instructor conducts a guided discussion about the various reasons for promoting a program and the benefits the CERT program could have for key stakeholders and the community.

Next the instructor emphasizes the importance of partnerships in starting and sustaining a CERT program. Through a series of questions and guided discussions, the instructor and participants identify:

1. Possible CERT program partners
2. What these partnerships would bring to the CERT program

Following this, participants identify organizations in their community that could be targeted for partnership and record them in the Draft Program Plan.

Then the instructor explains the relationship between goal setting and program partners and how some partners are involved in goal setting and some are not.

Following this, participants identify whether the potential partners they recorded in the Draft Program Plan should be involved in goal setting.

Next the instructor discusses each of the five steps in the process for initiating and fostering partnerships:

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

Then the instructor leads a guided discussion on the key messages and values of the CERT program. Participants work in small groups to strategize techniques for promoting CERT messages to five different target audiences.

Finally, participants complete a matrix in the Draft Program Plan, identifying three of the program's partners, what messages to use with them, and strategies for communicating the messages.

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

- RESOURCES REQUIRED**
- *Community Emergency Response Team Program Manager Instructor Guide* (for instructors)
 - *Community Emergency Response Team Program Manager Participant Manual* (for participants)
 - PowerPoint slides 3-1 to 3-34

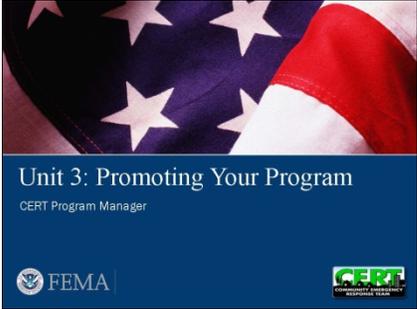
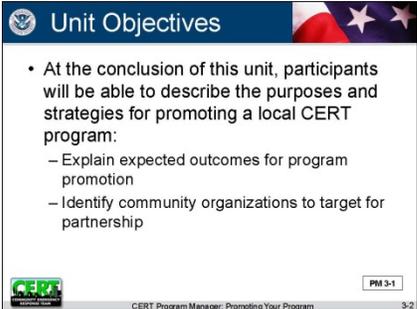
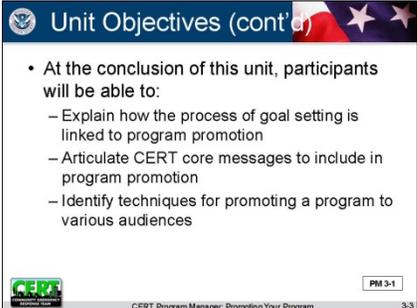
-
- EQUIPMENT**
- The following additional equipment is required for this unit:
- A computer with PowerPoint software
 - A computer projector and screen
 - Easel pad and easel or whiteboard
 - Markers

NOTES

A suggested time plan for this unit is as follows:

Unit Overview	1 minute
Why We Promote and to Whom We Promote	10 minutes
The Importance of Partnerships	13 minutes
Draft Program Plan: Identify Potential Partners.....	5 minutes
Program Promotion and Goal Setting	15 minutes
Draft Program Plan: Program Partners and Goal-Setting	5 minutes
How to Initiate and Foster Partnerships	45 minutes
The Promotional Message	20 minutes
Draft Program Plan: Promoting to Target Audiences	5 minutes
Unit Summary	1 minute
Total Time:	2 hours

Unit 3: Promoting Your Program

INSTRUCTOR GUIDANCE	CONTENT
<div data-bbox="237 457 654 766">  <p>Unit 3: Promoting Your Program CERT Program Manager</p> <p>FEMA CERT</p> </div> <p data-bbox="237 783 488 821">Display Slide 3-1</p> <div data-bbox="237 850 654 1159">  <p>Unit Objectives</p> <ul style="list-style-type: none"> At the conclusion of this unit, participants will be able to describe the purposes and strategies for promoting a local CERT program: <ul style="list-style-type: none"> Explain expected outcomes for program promotion Identify community organizations to target for partnership <p>CERT PM 3-1</p> </div> <p data-bbox="237 1176 493 1213">Display Slide 3-2</p> <div data-bbox="237 1327 654 1635">  <p>Unit Objectives (continued)</p> <ul style="list-style-type: none"> At the conclusion of this unit, participants will be able to: <ul style="list-style-type: none"> 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 <p>CERT PM 3-1</p> </div> <p data-bbox="237 1652 493 1690">Display Slide 3-3</p>	<p data-bbox="678 451 935 489">Unit Overview</p> <p data-bbox="678 508 1468 581">Say that this unit looks at the reasons and strategies for promoting a CERT program.</p> <p data-bbox="678 850 914 888">Unit Objectives</p> <p data-bbox="678 907 1166 940">Give the unit’s learning objectives.</p> <p data-bbox="678 959 1479 1066">At the conclusion of this unit, the participants will be able to describe the purposes and strategies for promoting a local CERT program:</p> <ul data-bbox="678 1085 1490 1577" style="list-style-type: none"> Explain expected outcomes for program promotion. Identify community organizations to target for partnership. Identify strategies for developing and maintaining partnerships. 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.

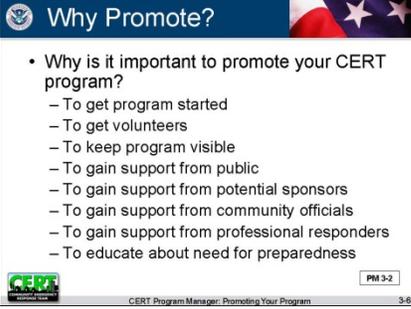
COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
<p data-bbox="240 352 651 394"> Unit Topics</p> <ul data-bbox="261 405 591 558" style="list-style-type: none">• 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 <p data-bbox="240 621 651 663"> CERT Program Manager: Promoting Your Program PM 3-1 3-4</p> <p data-bbox="240 674 492 709">Display Slide 3-4</p> <p data-bbox="240 911 651 953"> Promotion: Why and Who</p> <ul data-bbox="261 963 561 991" style="list-style-type: none">• Top priority for Program Managers <p data-bbox="310 999 586 1184"></p> <p data-bbox="240 1184 651 1226"> CERT Program Manager: Promoting Your Program PM 3-2 3-5</p> <p data-bbox="240 1236 492 1272">Display Slide 3-5</p>	<p data-bbox="678 352 857 388">Unit Topics</p> <p data-bbox="678 405 1430 474">Say that, to accomplish those objectives, this unit will look at:</p> <ul data-bbox="678 495 1430 831" style="list-style-type: none">▪ Why we promote▪ To whom we promote▪ How to gain support through partnerships▪ The relationship between program promotion and goal setting▪ How to initiate and foster partnerships▪ The promotional message <p data-bbox="678 905 1463 940"><i>Why We Promote and to Whom We Promote</i></p> <p data-bbox="678 961 1425 1031">Say that program promotion is at the top of the list of priorities for CERT Program Managers.</p>

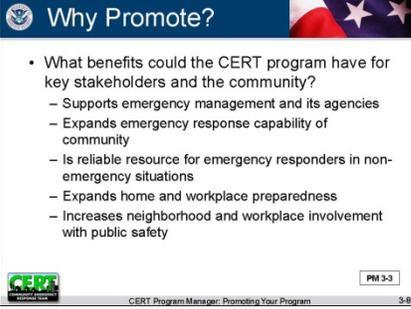
COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>Why Promote?</p> <ul style="list-style-type: none">• Why is it important to promote your CERT program?<ul style="list-style-type: none">– To get program started– To get volunteers– To keep program visible– To gain support from public– To gain support from potential sponsors– To gain support from community officials– To gain support from professional responders– To educate about need for preparedness <p>Display Slide 3-6</p> <p>Conduct a class discussion by asking this question.</p> <p><i>This slide is animated. The first click displays the question. The second click displays the responses.</i></p> <p>Before moving on, ask the participants if they have any questions.</p>	<p>Ask participants:</p> <p>Why is it important to promote your CERT program?</p> <p>Summarize the discussion by reviewing a list of reasons why CERT programs must promote themselves:</p> <ul style="list-style-type: none">▪ To get the program started▪ To get volunteers▪ To keep the program visible▪ To gain support from the public▪ To gain support from potential sponsors▪ To gain support from community officials▪ To gain support from professional responders▪ To educate about the need for preparedness
 <p>CERT Stakeholders</p> <ul style="list-style-type: none">• Every community member is a stakeholder• CERT program needs support of stakeholders to succeed• Support may be passive or active  <p>Display Slide 3-7</p>	<p>Explain that every member of the community – from private citizens to businesses to government officials – holds a vital stake in preparedness and response. Regardless of how well a CERT program is organized, it cannot succeed unless it has the support of those stakeholders.</p> <ul style="list-style-type: none">▪ Sometimes that support is fairly passive. For example, not all potential stakeholders will end up being active CERT members.▪ In some cases stakeholders will see the usefulness of having a more active relationship with the CERT program. They see that the CERT program can benefit them and the community.

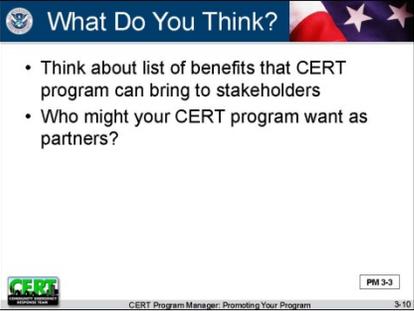
COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>Display Slide 3-8</p> <p>Conduct a class discussion by asking this question.</p> <p><i>This slide is animated. The first click displays the question. The second click displays the responses.</i></p> <p>Before moving on, ask the participants if they have any questions.</p>  <p>Display Slide 3-9</p>	<p>Ask participants:</p> <p>What benefits could the CERT program have for key stakeholders and the community?</p> <p>Summarize the discussion by reviewing what benefits a CERT program can have for key stakeholders and the community:</p> <ul style="list-style-type: none">▪ It supports emergency management and its agencies.▪ It expands the emergency response capability of the community.▪ It is a reliable resource for emergency responders in non-emergency situations.▪ It expands home and workplace preparedness.▪ It increases neighborhood and workplace involvement with public safety. <p><i>The Importance of Partnerships</i></p> <p>Say that the stakeholders who see the usefulness of having a more active relationship with the CERT program are potential partners. Partnerships are essential in starting and sustaining a CERT program.</p>

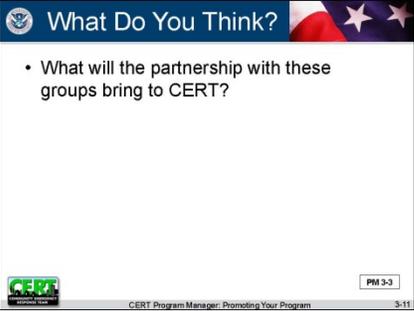
COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>What Do You Think?</p> <ul style="list-style-type: none">• Think about list of benefits that CERT program can bring to stakeholders• Who might your CERT program want as partners? <p>Display Slide 3-10</p> <p>Conduct a class discussion by asking these questions. Record the responses down the left side of an easel pad page.</p> <p>Some suggested responses:</p> <ul style="list-style-type: none">▪ Local high schools/school districts▪ Neighborhood and homeowner associations▪ Elected and appointed officials▪ Police department▪ Fire department▪ Public Health department▪ Civic and service agencies▪ Business and industry▪ Communications / media▪ Community colleges▪ Religious groups	<p>Ask participants:</p> <p>Tell participants to think about the list of benefits that a CERT program can bring to stakeholders.</p> <p>Who might your CERT program want as partners?</p>

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>Display Slide 3-11</p> <p>Draw a line down the middle of the easel pad page. Next to the name of each potential partner, write what that partnership would bring to the CERT program.</p> <p>Examples:</p> <ul style="list-style-type: none">▪ Business and industry: contributions, volunteers▪ Fire department: support and acceptance <p>Community colleges: training space</p> <p>PM, P. 3-4 to 3-5</p>	<p>Ask participants:</p> <p>What will the partnership with these groups bring to CERT?</p> <p>Refer participants to the <i>Developing Partners Checklist</i> in the Participant Guide and on the following pages in the Instructor Guide.</p> <p>Explain that some partners – homeowner's associations, Neighborhood Watch groups and school groups – are "ready-made" partners. This checklist gives you some ideas of additional partners.</p>

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

PM, P. 3-4 to 3-5	Developing Partners Checklist
-------------------	-------------------------------

The list below provides some suggestions for developing CERT partners. Use this list to help you determine whom you should approach to sell your program.

Type of Organization	Possible Contacts
Business and Industry	<input type="checkbox"/> Housing complexes <input type="checkbox"/> Large employers <input type="checkbox"/> Utility companies <input type="checkbox"/> Other:
Communications/Media Organizations	<input type="checkbox"/> Cable providers <input type="checkbox"/> Daily and weekly newspapers <input type="checkbox"/> Radio stations <input type="checkbox"/> Telephone companies <input type="checkbox"/> Television stations <input type="checkbox"/> Other:
Not-for-Profit Organizations	<input type="checkbox"/> Benevolent groups (e.g., Rotary, Kiwanis, Lions, Jaycees) <input type="checkbox"/> Civic and service organizations <input type="checkbox"/> Other:
Public Interest Groups	<input type="checkbox"/> American Association of Retired Persons chapter <input type="checkbox"/> Chamber of commerce <input type="checkbox"/> Environmental groups <input type="checkbox"/> Neighborhood associations / Homeowners associations <input type="checkbox"/> Neighborhood Watch groups <input type="checkbox"/> Parent-teacher organizations <input type="checkbox"/> The American Red Cross chapter <input type="checkbox"/> Other:
Health Care Providers	<input type="checkbox"/> Emergency medical services <input type="checkbox"/> Hospitals <input type="checkbox"/> Managed care facilities <input type="checkbox"/> Medical clinics <input type="checkbox"/> Other:

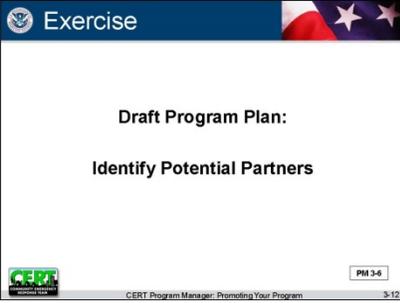
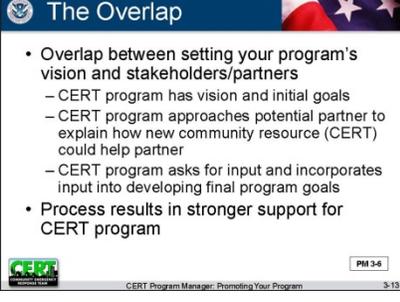
COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

Type of Organization	Possible Contacts
Local Government Agencies	<input type="checkbox"/> Elected and appointed officials <input type="checkbox"/> Local emergency management agency <input type="checkbox"/> Fire department <input type="checkbox"/> Law enforcement agencies <input type="checkbox"/> Planning department and zoning board <input type="checkbox"/> Public health agency <input type="checkbox"/> Public works departments <input type="checkbox"/> Other:
Workforce Groups	<input type="checkbox"/> Professional groups <input type="checkbox"/> Union locals <input type="checkbox"/> Other:
Education Groups	<input type="checkbox"/> Daycare and childcare providers <input type="checkbox"/> School superintendent <input type="checkbox"/> School board members <input type="checkbox"/> University and community colleges <input type="checkbox"/> Vocational and technical schools <input type="checkbox"/> Other:

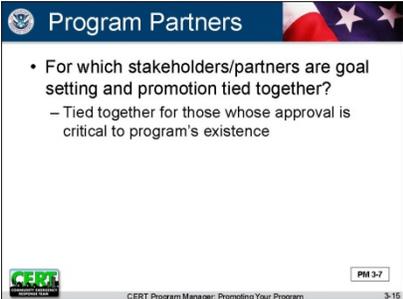
COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>Exercise</p> <p>Draft Program Plan: Identify Potential Partners</p> <p>PM 3-6 CERT Program Manager: Promoting Your Program 3-12</p> <p>Display Slide 3-12</p>	<p>Activity: Draft Program Plan: Identify Potential Partners</p> <p>Purpose: This activity allows existing Program Managers to identify organizations that already provide important partnerships and should be maintained. It allows all Program Managers to identify organizations in their community that could be targeted for partnership.</p> <p>Instructions: Follow the steps below to conduct the activity.</p> <ol style="list-style-type: none">1. Refer participants to the <i>Draft Program Plan</i> in Unit 1 of the Participant Manual and the Instructor Guide.2. Ask participants to complete the first column of the second section, <i>Program Partners</i>, individually. <p>Debrief: Remind participants that identifying partners is especially important as a program is starting. However, Program Managers should always be alert for new potential partners.</p>
 <p>The Overlap</p> <ul style="list-style-type: none">• Overlap between setting your program's vision and stakeholders/partners<ul style="list-style-type: none">– 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 <p>PM 3-6 CERT Program Manager: Promoting Your Program 3-13</p> <p>Display Slide 3-13</p>	<p>Program Promotion and Goal Setting</p> <p>Remind participants that in Unit 2 you talked about the overlap between setting your program's vision and promoting your program.</p> <ul style="list-style-type: none">▪ You can't promote your program without having a program vision.▪ You can't set the vision for your program without getting input from other people.▪ And people can't give you input without knowing about the program.

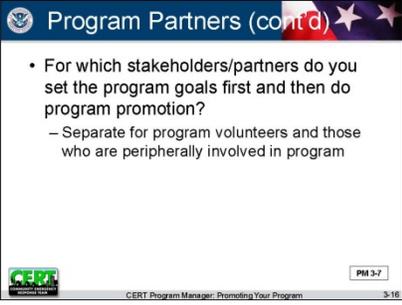
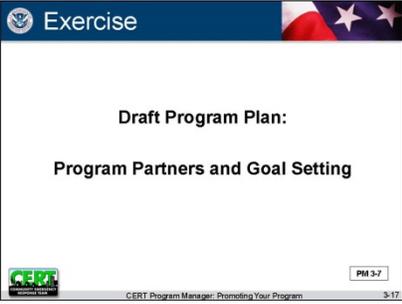
COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>Slide 3-14: Levels of Partners</p> <ul style="list-style-type: none">• For some partners program promotion and goal setting are tied together• For other partners, CERT program sets goals first and then promotes program <p>They know you. Now, build the relationship.</p> <p>PM 3-7 3-14</p> <p>Display Slide 3-14</p>  <p>Slide 3-15: Program Partners</p> <ul style="list-style-type: none">• For which stakeholders/partners are goal setting and promotion tied together?<ul style="list-style-type: none">– Tied together for those whose approval is critical to program's existence <p>PM 3-7 3-15</p> <p>Display Slide 3-15</p> <p>This slide is animated. The first click displays the question.</p> <p>Conduct a class discussion by asking this question.</p> <p>The second click displays the responses.</p>	<p>Tell participants to think about that overlap in terms of stakeholders and partners.</p> <ul style="list-style-type: none">▪ The CERT program has a vision and some initial goals.▪ The CERT program approaches a potential partner to explain how this new community resource (CERT) could help the partner.▪ The CERT program asks for input and incorporates the input into developing the final program goals.▪ This process results in stronger support for the CERT program. <p>Explain that the approach is not used for all program partners. A CERT program has different levels of partners:</p> <ul style="list-style-type: none">▪ For some of the partners, program promotion and goal setting are tied together.▪ For some, you set the goals first and then do the program promotion. <p>Ask participants:</p> <p>For which stakeholders/partners are goal setting and promotion tied together?</p> <p>Summarize the discussion by saying:</p> <ul style="list-style-type: none">▪ Goal setting and program promotion are tied together for those whose approval is critical to the program's existence.

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

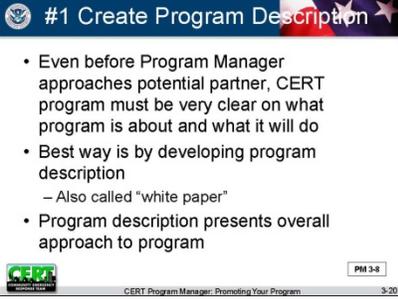
UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>Display Slide 3-16</p> <p>This slide is animated. The first click displays the question.</p> <p>Conduct a class discussion by asking this question.</p> <p>The second click displays the responses.</p> <p>Before moving on, ask the participants if they have any questions.</p>  <p>Display Slide 3-17</p>	<p>Ask participants:</p> <p>For which stakeholders/partners do you set the program goals first and then do program promotion?</p> <p>Summarize the discussion by saying:</p> <ul style="list-style-type: none">▪ Goal setting and program promotion are separate for program volunteers and those who are peripherally involved in the program. <p>Activity: Draft Program Plan: Program Partners and Goal Setting</p> <p>Purpose: This activity allows Program Managers to review the current and potential partners list and identify whether they should be involved in goal setting.</p> <p>Instructions: Follow the steps below to conduct the activity.</p> <ol style="list-style-type: none">1. Refer participants to the <i>Draft Program Plan</i> in Unit 1 of the Participant Manual and the Instructor Guide.2. Ask participants to complete the second column of the second section, <i>Program Partners</i>, individually by indicating whether the partner should be involved in goal setting.

INSTRUCTOR GUIDANCE	CONTENT
<div data-bbox="180 506 581 808"> <p>Display Slide 3-18</p> <p>Encourage participants to talk with each other at breaks to share their experiences.</p> </div> <div data-bbox="180 1350 581 1652"> <p>Display Slide 3-19</p> </div>	<p>Debrief: Discuss the activity with participants. Was it clear to you who should be involved in goal setting?</p> <p><i>How to Initiate and Foster Partnerships</i></p> <p>Tell participants that recruiting partners is like assembling a successful team. It takes thoughtful planning. Chances are that Program Managers will have only one opportunity to introduce CERT to many potential partners, so they will want their approach to be well thought out.</p> <p>Say that up to this point the course has talked about some of the elements in promoting a CERT program:</p> <ul style="list-style-type: none"> ▪ Developing good program goals ▪ Identifying stakeholders and partners ▪ Describing the possible benefits for both the program and partners <p>Say that the next step is to examine the process for initiating and fostering partnerships. This process involves five steps:</p> <ol style="list-style-type: none"> 1. Creating a program description 2. Developing a plan for approaching each partner 3. Scheduling one-on-one meetings 4. Maintaining contact 5. Being constantly alert for new partners

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>#1 Create Program Description</p> <ul style="list-style-type: none">• 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<ul style="list-style-type: none">– Also called “white paper”• Program description presents overall approach to program <p>Display Slide 3-20</p> <p>PM, P. 3-9</p>	<h3>#1 Create a Program Description</h3> <p>Explain that, even before a Program Manager approaches a potential partner, the program must be very clear on what the program is about and what it will do. The best way to do that is by developing a program description, also called a “white paper,” that presents the overall approach to the program.</p> <p>Refer participants to <i>What to Include in Your Program Description</i> in the Participant Manual and on the following page in the Instructor Guide.</p> <p>Reiterate that the program description should be handed out to partners, funders, etc.</p>

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

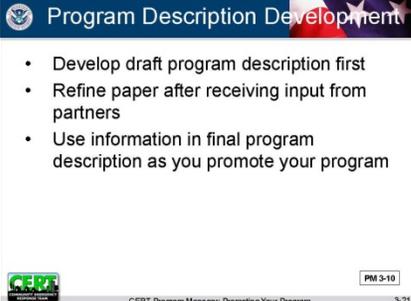
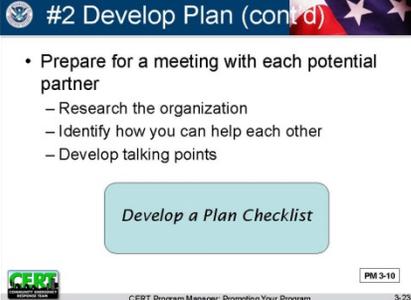
PM, P. 3-9	What to Include in Your Program Description
-------------------	--

The "white paper" should include the information listed below. As you consider your community's needs, you may find other topics that should be included in the "white paper" as well.

Topic	What to Include
Current Situation in the Community	<ul style="list-style-type: none">• Threats faced by the community• Population needs• Number of professional responders• How CERTs can augment the response
Program Goals and Expectations	<ul style="list-style-type: none">• An overview of what CERTs will do in an emergency or disaster• How CERTs will complement professional responders• How many people will be trained in the first year• An estimate of how many people will be trained over the first 5 years• How skill levels will be maintained
Training Strategy	<ul style="list-style-type: none">• Training curriculum (Note: The FEMA curriculum can be augmented if the community faces additional threats to unusual conditions.)• Training methods
Team Organization	<ul style="list-style-type: none">• Types of teams: Neighborhood teams, rural area teams, workplace teams, non-profit organization teams, and others• How the Incident Command System (ICS) will be used to manage the CERT response
Linkages with the Existing Response System	<ul style="list-style-type: none">• Protocols for "self-activation" and "call out"• Procedures for communicating with professional responders• Level of control by emergency responders

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>Program Description Development</p> <ul style="list-style-type: none">• Develop draft program description first• Refine paper after receiving input from partners• Use information in final program description as you promote your program <p>CERT Program Manager: Promoting Your Program 3-21</p>	<p>Explain that Program Managers will begin by developing a draft program description. The paper will be refined after receiving input from partners. The information in the final program description can be used as you promote your program.</p>
<p>Display Slide 3-21</p>  <p>#2 Develop Plan</p> <ul style="list-style-type: none">• Give careful thought to how you will approach each partner that you have targeted for participation <p>CERT Program Manager: Promoting Your Program 3-22</p>	<p>#2 Develop a Plan for Approaching Each Partner</p> <p>Explain that you will want to give careful thought to how you will approach each partner that you have targeted for participation.</p>
<p>Display Slide 3-22</p>  <p>#2 Develop Plan (cont'd)</p> <ul style="list-style-type: none">• Prepare for a meeting with each potential partner<ul style="list-style-type: none">– Research the organization– Identify how you can help each other– Develop talking points <p><i>Develop a Plan Checklist</i></p> <p>CERT Program Manager: Promoting Your Program 3-23</p>	<p>Explain that there are three parts to developing a plan for approaching a partner. Here is what you need to do to prepare for a meeting with a potential partner:</p> <ol style="list-style-type: none">1. Research the organization.2. Identify the ways you can help each other.3. Develop talking points.
<p>Display Slide 3-23</p> <p>PM, P. 3-11</p>	<p>Refer participants to the <i>Develop a Plan Checklist</i> in the Participant Manual and on the next page in the Instructor Guide.</p> <p>Review the checklist with participants.</p>

PM, P. 3-11	Develop a Plan Checklist
--------------------	---------------------------------

Research the Organization

1. What does the organization do?
2. What are its concerns relating to disaster and community preparedness?
3. What is its relationship with emergency response?
4. What motivates the organization?
5. Who in the organization might be a champion for CERT?

Identify Where You Can Help Each Other

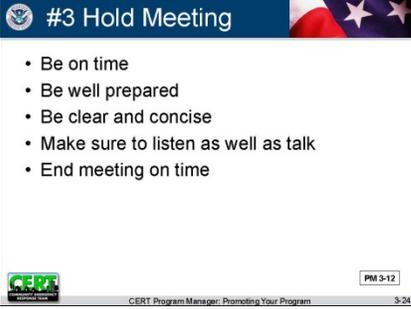
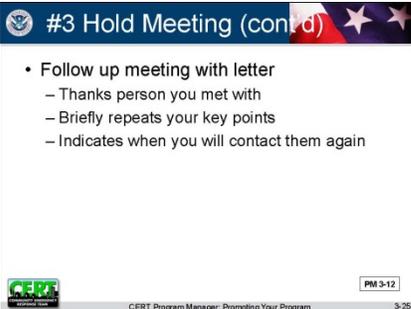
1. How can CERT benefit the organization?
2. What can the organization offer CERT?

Develop Talking Points from Your Research

1. What the CERT program is
2. What the CERT program can accomplish if supported
3. A clear message on why the organization should participate and how its support will help
4. What the CERT program can provide the organization, e.g., training, materials
5. Committing personal time and perhaps financial resources requires a full understanding of the CERT program. A partner will want to know, "What's in it for me?" The partner will also want to know, "What makes CERT so important?" Have a response ready, including some success stories.

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>• Be on time • Be well prepared • Be clear and concise • Make sure to listen as well as talk • End meeting on time</p> <p>Display Slide 3-24</p>  <p>• Follow up meeting with letter – Thanks person you met with – Briefly repeats your key points – Indicates when you will contact them again</p> <p>Display Slide 3-25</p>	<h3>#3 Schedule a One-on-One Meeting</h3> <p>Explain that the next step is to meet with one or more people from the organization. The purpose of the meeting is to present your talking points.</p> <p>Provide these reminders about good meeting protocol:</p> <ul style="list-style-type: none">▪ Be on time.▪ Be well prepared (your presentation, copies of an agenda, materials to leave behind, etc.).▪ Be clear and concise.▪ Make sure to listen as well as talk.▪ End the meeting on time. <p>Remind participants to follow up the meeting with a letter that:</p> <ul style="list-style-type: none">▪ Thanks the person you met with▪ Briefly repeats your key points▪ Indicates when you will contact them again

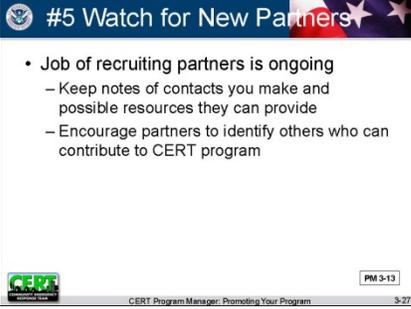
COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>Display Slide 3-26</p>	<h3>#4 Maintain Contact</h3> <p>Explain that Program Managers should identify a contact person with the organization. Communicate regularly with the contact person. The frequency of the contact will depend on the nature of the partnership. For example, sponsors will hear from the Program Manager more frequently than will the president of a Neighborhood Watch group.</p> <p>Tell participants that you want to make it a win-win relationship:</p> <ul style="list-style-type: none">▪ Think of ways that you can promote your partners as you promote the CERT program. For example, if the CERT program has a media opportunity, give credit to the partners.▪ Offer services to the partner (for example, training for their members or employees, access to general information on emergency preparedness).▪ Make it easy to do business with the CERT program.

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>• 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</p> <p>Display Slide 3-27</p>  <p>PM, P. 3-14 to 3-15</p>	<h3>#5 Be Alert for New Partners</h3> <p>Tell participants that every community has dynamos in the public and private sector who can lead with powerful effectiveness. The job of recruiting partners is ongoing.</p> <ul style="list-style-type: none">▪ Keep notes of contacts you make and the possible resources they can provide.▪ As you recruit partners, encourage them to identify others who can contribute, personally or financially, to the CERT program. <p>Ask participants:</p> <p>Does anyone have anything to add about initiating and fostering partnerships?</p> <p>Refer participants to <i>Gaining Support from Local Leaders</i> in the Participant Manual and the following page in the Instructor Guide. It provides important information on working with some very important partners – local community leaders.</p>

PM, P. 3-14 to 3-15	Gaining Support from Local Leaders
---------------------	---

Regardless of how you fund your program, the support of local elected and appointed officials will be necessary, even if only to support the time that you will spend as Program Manager. In most communities, however, you will need the support of local leaders prior to startup because, ultimately, local leaders control program funding.

To gain the support of local leaders, try the tips listed below:

Do your research first. The more knowledgeable you are about CERTs, what they can do, how much they cost, and the benefits they can provide the community, the more credibility you will have with those who control the decision-making and the purse strings. Use the "white paper" you developed to support your program strategy as your basis to ensure that you can answer as many questions as possible about what CERTs can do for your community's response efforts. Provide several success stories about how CERTs have been used in other (preferably similar) communities.

Determine your approach. As with nearly any program, the CERT Program can be approached in terms of "It's a real resource!" or "It's another new program!" Undoubtedly, the first approach will bring you more success. Be ready to provide examples of how the CERT Program supplements local response resources, and be prepared to explain how you can make that happen in your community.

Offer CERT as a potential resource for multiple agencies. CERT personnel are able and willing to help in a variety of settings. Suggest that they can help with tasks such as installing smoke detectors and batteries, providing medical assistance at local parades and community events, or helping staff fire safety awareness booths at fire station open houses. The more versatile you can show CERTs to be, the more likely it is that you'll gain approval for the program.

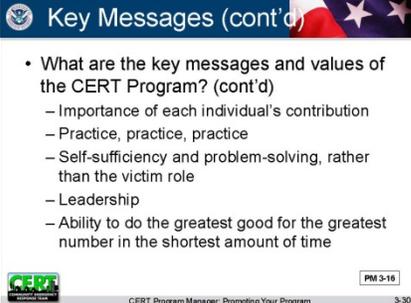
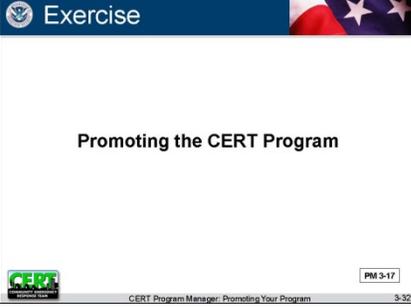
Keep elected officials in the loop. Include local elected officials on e-mailing lists or newsletter mailing lists so that they are aware of what you're doing to make CERTs successful and how CERTs are benefiting the community. Keep them aware of the progress you're making – how many CERT members you've trained, how often they have been activated, and whether there is a backlog of requests for training – so that the program stays "on their desks." When your program demonstrates its worth, let the elected officials take the credit. Invite local elected officials and chief officers to hand out certificates at graduation. Look for opportunities to make elected officials a visible part of the program to the community.

Finally, if your CERT program is established but doesn't have the support from local leaders that it needs, try scheduling an exercise or other event to demonstrate how CERTs operate and the benefits that a CERT can offer to the community. Invite local officials to an exercise involving CERT or schedule an exercise in a public place that will gain the attention of the media.

INSTRUCTOR GUIDANCE	CONTENT
<p data-bbox="240 352 651 388"> Promotional Message</p>  <p data-bbox="240 625 651 661"><small>CERT Program Manager: Promoting Your Program 3-28</small></p> <p data-bbox="240 674 509 709">Display Slide 3-28</p> <p data-bbox="240 743 651 779"> Key Messages</p> <ul data-bbox="261 800 626 999" style="list-style-type: none"> • What are the key messages and values of the CERT Program? <ul style="list-style-type: none"> – 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 <p data-bbox="240 1016 651 1052"><small>CERT Program Manager: Promoting Your Program 3-29</small></p> <p data-bbox="240 1068 509 1104">Display Slide 3-29</p> <p data-bbox="240 1121 623 1192">Conduct a class discussion by asking this question.</p> <p data-bbox="240 1209 618 1354"><i>This slide is animated. The first click displays the question. The second click displays the responses.</i></p> <p data-bbox="240 1371 634 1480">Before moving on, ask the participants if they have any questions.</p>	<p data-bbox="683 344 1146 380"><i>The Promotional Message</i></p> <p data-bbox="683 401 1479 510">Say that so far this unit has covered why to promote, the benefits of promotion, and to whom to promote. Now it is time to talk about the promotional message.</p> <p data-bbox="683 743 743 779">Ask:</p> <p data-bbox="683 795 1463 867">What are the key messages and values of the CERT Program?</p> <p data-bbox="683 884 1442 955">Summarize the discussion by providing the key CERT messages:</p> <ul data-bbox="683 972 1409 1291" style="list-style-type: none"> ▪ Safety, safety, safety; “safety first” ▪ Teamwork ▪ Community members helping each other in the neighborhood, workplace, school, other venues ▪ Valuing volunteers and CERT as an asset to the community ▪ Preparedness

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>Key Messages (cont'd)</p> <ul style="list-style-type: none">• What are the key messages and values of the CERT Program? (cont'd)<ul style="list-style-type: none">– 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 <p><small>CERT Program Manager: Promoting Your Program 3-30</small></p>	<ul style="list-style-type: none">▪ 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
<p>Display Slide 3-30</p>  <p>Which Message Is Right?</p> <ul style="list-style-type: none">• Needs of target audience dictate:<ul style="list-style-type: none">– What promotional message CERT program uses– How that message is communicated  <p><small>CERT Program Manager: Promoting Your Program 3-31</small></p>	<p>Explain that what promotional message a CERT program uses and how that message is communicated differ depending on the needs of each target audience. What you will say to a large employer and how you communicate it will be different from what you say to a parent-teacher organization and how you communicate it.</p>
<p>Display Slide 3-31</p>  <p>Exercise</p> <p>Promoting the CERT Program</p> <p><small>CERT Program Manager: Promoting Your Program 3-32</small></p>	<p>Activity: Promoting the CERT Program</p> <p>Purpose: This activity breaks participants into small groups to strategize techniques for promoting the program to different audiences.</p>
<p>Display Slide 3-32</p>	

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
PM, P. 3-18	<p>Instructions: Follow the steps below to conduct the activity.</p> <ol style="list-style-type: none">1. Divide the class into five small groups.2. Assign a different target audience to each small group:<ol style="list-style-type: none">a. Local public works agency directorsb. Elected officialsc. High school principals / vice principalsd. Neighborhood associationse. General publicf. Retirement communitiesg. Small businessesh. Leaders of faith groups3. Refer participants to <i>Promoting the CERT Program</i> in the Participant Manual and on the following pages in the Instructor Guide.4. Review the instructions:<ol style="list-style-type: none">a. Strategize the messages and techniques you will use to promote your CERT program to this target audience.b. Remember to consider the needs of each organization and what one has to offer the other.c. You have 10 minutes.d. You will report your plan to the whole group.

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
<p>As the small groups report out, post the ideas for everyone's benefit.</p>	<p>Debrief:</p> <ol style="list-style-type: none">1. Compliment the small groups on their work. Point out the different strategies that are offered:<ol style="list-style-type: none">a. Use of media (TV, radio, newspapers, Internet)b. Marketing materials (releases, flyers, articles in newsletters)c. Targeting most vulnerable areas (e.g., highest casualty predictions, people in storm surge communities who won't evacuate)d. Speakers bureaue. Word of mouthf. Etc.2. Ask: who should you target first when planning program promotion?<ol style="list-style-type: none">a. Answer: Start with most vulnerable areas (e.g., those with highest casualty predictions, people in storm surge communities who won't evacuate).3. Ask: What are the factors that affect promotion?<p>Possible answers:</p><ol style="list-style-type: none">a. Competing volunteer programs (e.g., Red Cross). Who else is asking for volunteers?b. Timing:<ul style="list-style-type: none">• Seasonal disasters. In some jurisdictions disasters occur on a cyclical basis, e.g., hurricanes, flooding, tornadoes. It makes sense to promote CERT prior to the beginning of these cycles.• Day of the week or time of day that training is scheduled. Training classes should be scheduled to accommodate volunteers.• Budget cycles. Identify the budgeting process in your jurisdiction and work in concert with it.

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

PM, P. 3-18	Promoting the CERT Program
--------------------	-----------------------------------

Instructions:

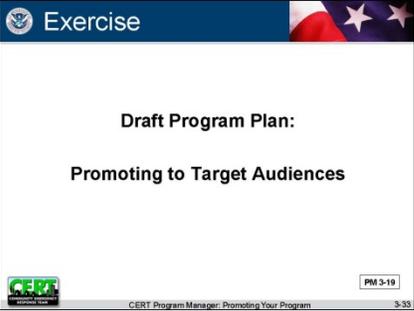
Our target audience: _____

Our goal: _____

1. Strategize the messages and techniques you will use to promote your CERT program to this target audience.
2. Remember to consider the needs of each organization (CERT and the partner) and what one has to offer the other.
3. You have 10 minutes.
4. You will report your plan to the whole group.

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
 <p>The slide features a blue header with the word 'Exercise' and a small American flag graphic. The main text reads 'Draft Program Plan: Promoting to Target Audiences'. At the bottom, there is a small 'CERT' logo and a box labeled 'PM 3-19'. The footer contains the text 'CERT Program Manager: Promoting Your Program' and the slide number '3-33'.</p> <p>Display Slide 3-33</p>	<p>Activity: Draft Program Plan: Promoting to Target Audiences</p> <p>Purpose: This activity allows Program Managers to record their ideas on what promotional messages and strategies they will use for three partners of their CERT programs.</p> <p>Instructions: Follow the steps below to conduct the activity.</p> <ol style="list-style-type: none">1. Refer participants to the <i>Draft Program Plan</i> in Unit 1 of the Participant Manual and the Instructor Guide.2. Ask participants to complete the matrix in Section 3, <i>Promoting to Target Audiences</i>. <p>Debrief: Discuss the activity with participants. Ask some participants to share their messages and strategies.</p>

COMMUNITY EMERGENCY RESPONSE TEAM PROGRAM MANAGER COURSE

UNIT 3: PROMOTING YOUR PROGRAM

INSTRUCTOR GUIDANCE	CONTENT
<p data-bbox="240 352 673 394"> Unit Summary</p> <ul data-bbox="259 409 625 577" style="list-style-type: none">• 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 <p data-bbox="240 640 673 682"> PM 3-19 CERT Program Manager: Promoting Your Program 3-34</p> <p data-bbox="240 693 511 735">Display Slide 3-34</p> <p data-bbox="240 829 316 892"></p>	<p data-bbox="706 346 966 388"><i>Unit Summary</i></p> <p data-bbox="706 399 1437 472">Tell participants that this unit has looked at program promotion:</p> <ul data-bbox="706 493 1404 735" style="list-style-type: none">▪ 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 <p data-bbox="706 819 1485 892">Do you have any questions about anything covered in this unit?</p> <p data-bbox="706 976 868 1018">Transition</p> <p data-bbox="706 1029 1453 1102">The next unit will discuss how to orient, manage, and retain volunteers for your program.</p>