

PREPAREATHON PLANNING GUIDE



A step-by-step resource for hosting a successful preparedness event in your community.

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Prepathon: Get Involved!

Across America, all communities face hazards like floods and fires. In an instant, hurricanes, tornadoes, earthquakes, and other natural disasters can cause devastating damage. An active shooter incident can happen in any place—at any time. You cannot always prevent life-threatening emergencies from happening, but you can prepare yourself and those around you for what to do.

That's why the Federal Emergency Management Agency (FEMA) has developed this *Prepathon Planning Guide*. We want to help organizations and communities everywhere host events that will help participants take meaningful actions to prepare and protect themselves from disasters.

Hold a Prepathon event and help your community learn how to prepare, respond, and recover from disasters most likely to affect your community! You can make your Prepathon event unique by using the available customizable materials and choosing to focus on:

- A hazard that is relevant to your community;
- The action(s) you would like to practice; and
- The time and location that are best for you.

This guide will give you all the tools you need to host a successful Prepathon event. Use the accompanying *Prepathon Planning Guide Worksheets* to document your plan.

Prepathon events provide participants:

- Knowledge about risks of local hazards;
- Opportunities to practice preparedness actions;
- Confidence to help everyone stay safe during a disaster; and
- Access to FEMA preparedness resources.

CHECK TO SEE IF YOUR COMMUNITY IS INVOLVED IN THESE COMPLEMENTARY PREPAREDNESS INITIATIVES:

- National Weather Service: Weather-Ready Nation™ Ambassador
- Federal Alliance for Safe Homes: Quakesmart®
- National Fire Protection Association: Firewise USA™
- National Weather Service: Storm Ready®

The Prepareathon program developed the following standards to ensure that Prepareathon events provide participants the opportunity to learn and practice preparedness actions.

PREPAREATHON EVENT STANDARDS

- Make sure participants learn one or more preparedness actions.
- Teach participants why being prepared is important.
- Build confidence in performing preparedness actions.
- Customize and use the Prepareathon logo to brand or co-brand your event.
- Encourage participants to create a group preparedness activity.
- Register your event on the Prepareathon website.

Make sure participants learn one or more preparedness actions.

- Participants must have the opportunity to learn skills and gather the resources needed to perform the actions that can keep them safe in a disaster.
- Don't know which preparedness actions are best for your community? Visit the Prepareathon website at ready.gov/prepare to find the preparedness actions and resources that will help keep your community members safe and help them recover after a disaster.

Teach participants why being prepared is important.

- Explain what disasters your community is at risk for and teach participants why the actions they are taking will make a difference in a disaster.

Build confidence in performing preparedness actions.

- Practicing taking a preparedness action, such as going to a safe place during a tornado drill, will build muscle memory and increase confidence in the ability to take those steps during a disaster.

Customize and use the Prepareathon logo to brand or co-brand your event.

- Using the logo helps connect your event to others across the country. Check out the *Prepareathon Logo Usage Guidelines* to learn how you can create a logo for your event.
- If your organization or community already has a preparedness campaign or brand, you can co-brand with Prepareathon.

Encourage participants to create a group preparedness activity.

- Prepareathon events are designed to get community members to take action together. For example, a school could practice an evacuation drill with students and teachers, or a local business could test their emergency communication plan with employees.

Register your event on the Prepareathon website.

- Your event can be recognized on the Prepareathon website, social media, and newsfeed channels.
- Here you can find additional resources and talk with others who are planning events in their communities.

PREPAREATHON EVENT RECOMMENDATIONS

- Connect your event to state, regional, or national programs.
- Invite local experts to teach participants about community risks and plans.
- Encourage all community members to join in.
- Make sure your event is inclusive and accessible for all participants.
- Share your story.
- Complete the post-event feedback form.

Connect your event to state, regional, or national programs.

- Schedule your event during your state's seasonal hazard awareness week, during National Hurricane Preparedness Week, or on days like The Great ShakeOut, and Wildfire Community Preparedness Day.

Invite local experts to teach participants about community risks and plans.

- Local emergency managers, fire and police departments, and National Weather Service Forecast Offices will be excited to hear about your event and may be able to participate and promote it. **Consider holding a public panel session with these experts during your event.**
- Community experts can also help teach participants about the history of local disasters, talk about community response plans, and discuss the roles everyone can play in those plans.

Encourage all community members to join in.

- Invite members of your local house of worship, school district, library, businesses, and community organizations to participate in your event.

Make sure your event is inclusive and accessible for all participants.

- Make a special effort to include people who may need extra support to prepare for disasters, such as individuals with disabilities or other access and functional needs, people who have fewer social or economic resources, or those who may not be fluent in English.

Share your story.

- Share photos and videos of your event and promote it on social media—and encourage others to do the same. The @Prepareathon account will re-tweet your tweet, like your Facebook posts, and even post a story on the Prepareathon newsfeed.
- Think about how your event can encourage others to prepare. Contact your local TV and radio stations and community newspaper to see if they can cover your event. Our *Prepareathon Promotion Guide* has lots of ideas, how-to guides, and easy-to-use promotional templates.

Complete the post-event feedback form.

- You can help us make these events better! Please take a moment to complete the post-event survey. We would love to know who was involved, how many people participated, and how we can improve our resources.
- Tell us how the actions your event focused on have made a difference for your community or organization.

You want to make sure participants learn and practice the skills needed to stay safe and recover from a disaster. Choose your action by figuring out which hazards your community is most likely to face. Then, decide what actions you would like people to take. With this information, you can create goals for your event.

Start by answering a few simple questions:

What Hazards Does Your Community Face?

Every community faces different hazards and weather events. Contact your [local Office of Emergency Management](#) or [NWS Weather Forecast Office](#). Or check out the resources below to see what your community should prepare for.

- Insurance Institute for Business & Home Safety: [Discover the risks you face](#)
- NOAA: [Storm Events Database](#)

What Actions Do You Want Participants to Take?

We have created a list of preparedness actions, resources, and examples from other successful events. You don't have to be an expert to perform these actions and they are not expensive. You can teach one or more actions, based on your community's needs and resources. Check out examples of organizations or communities that have conducted Prepareathon events focused on each preparedness action on the Prepareathon website at ready.gov/prepare.

SUGGESTED ACTIONS

ACTION	RESOURCES
Sign Up for Alerts and Warnings	Use the Know Your Alerts and Warnings handout to make sure participants know how to get information about weather conditions or other emergencies, and how to sign up for local notifications.
Test Communication Plans	Have participants fill out a Family Emergency Communication Plan. This handout will guide participants through creating a plan for their household. The <i>Prepare Your Organization</i> playbooks can help organizations test their emergency communication plans.

SUGGESTED ACTIONS

ACTION	RESOURCES
Build or Restock Emergency Supplies	Help participants make a preparedness kit based on the hazards in your community. Each hazard-specific <i>How to Prepare</i> guide discusses important supplies people may need if they have to evacuate or be home without water or electricity.
Participate in a Class, Training, or Discussion	Get people talking about being prepared. Each hazard-specific <i>How to Prepare</i> guide includes an agenda, talking points, and resources to hold a discussion. Consider holding a panel discussion with representatives from your local emergency management office, fire and police departments, and National Weather Service Forecast Offices.
Plan with Neighbors	Almost half of Americans plan to rely on their neighbors after a disaster. Start the conversation now with these strategies for neighbors helping neighbors through preparedness .
Conduct a Drill or Exercise	Holding a scenario-based discussion is a great way to think through how to prepare and respond to different disasters. The <i>How to Prepare</i> guides have step-by-step instructions on how to conduct a tabletop exercise using mock scenarios for each hazard. The <i>How to Prepare</i> guides also provide ideas for different types of drills for your workplace, school, house of worship, or other location.
Protect People and Property	An event on how to reduce risk from wildfires or other hazards is a great group activity. Each <i>How To Prepare</i> guide has information for reducing property damage and potential injury during a hazard.
Insure and Document Property	Hold an event to help participants understand their insurance coverage and how to document their property. The checklist in <i>Document and Insure Your Property</i> , on ready.gov can help everyone get started.
Protect Critical Documents and Valuables	Review how to gather critical documents and other valuable information during a disaster. The checklist in <i>Safeguard Your Critical Documents and Valuables</i> on ready.gov identifies the financial and legal documentation, medical information, and household identification people may need after a disaster.

What Goals Do You Want to Achieve?

Define the goals and outcomes you want to accomplish. For example:

- Do you want more people to register for an emergency notification system?
- Do you want to encourage people to know their flood risk?
- Do you want your employees to practice an emergency communication plan?
- Do you want your school to hold an earthquake or tornado drill?
- Do you want your faith community to help people who need extra support to prepare?

Preparedness partners can provide important support as you plan your event. Involving them in the planning process encourages their participation and adds to event credibility. Partners also can help recruit participants and plan for the day of the event.

Not sure who to reach out to? Here is a list of potential partners:

	POTENTIAL PARTNERS	WAYS TO PARTICIPATE
City/County Government Agencies	<ul style="list-style-type: none"> ■ Emergency management agency, office of preparedness ■ City/county fire department ■ Mayor/county commission chair ■ Area hospitals ■ County department of public health ■ City/county school districts ■ Private schools 	<ul style="list-style-type: none"> ■ Urge residents to sign up for alerts and warnings ■ Issue a proclamation ■ Promote your event ■ Hold an evacuation drill
Community Preparedness Organizations	<ul style="list-style-type: none"> ■ American Red Cross ■ Community Emergency Response Team (CERT) ■ Citizen Corps Councils ■ Medical Reserve Corps ■ Local emergency planning committees 	<ul style="list-style-type: none"> ■ Hold a first aid demonstration ■ Recruit volunteers to participate ■ Support promotion of the drill
State Government Agencies	<ul style="list-style-type: none"> ■ State emergency management agency ■ State police/public safety ■ Governor's office 	<ul style="list-style-type: none"> ■ Promote your event
Federal Government Agencies	<ul style="list-style-type: none"> ■ National Weather Service ■ Nearby military installations ■ FEMA (regional or national offices) 	<ul style="list-style-type: none"> ■ Urge residents to sign up for alerts and warnings ■ Hold a drill

	POTENTIAL PARTNERS	WAYS TO PARTICIPATE
Higher Education	<ul style="list-style-type: none"> Colleges/universities 	<ul style="list-style-type: none"> Hold an evacuation drill on campus Urge students to sign up for text alerts
Nonprofit Organizations	<ul style="list-style-type: none"> Faith-based organizations Houses of worship Civic organizations American Red Cross 	<ul style="list-style-type: none"> Conduct an event or drill Preach about preparedness Urge congregants to sign up for local text alerts and warnings Promote your event
Private Sector	<ul style="list-style-type: none"> Local businesses/community employers Chambers of Commerce Sports teams 	<ul style="list-style-type: none"> Conduct events or drills
Utility Agencies	<ul style="list-style-type: none"> Public/private utilities 	<ul style="list-style-type: none"> Give preparedness tips to customers
Other	<ul style="list-style-type: none"> Airport authority 	<ul style="list-style-type: none"> Promote your event

Find more potential partners by checking out FEMA’s list of [Emergency Support Functions](#). Also, be sure to let your regional FEMA Community Preparedness Officer know about your event. They can provide additional resources and expertise. Find more information on [who to contact in your FEMA region](#).

SUMMARY	RESOURCES
<ol style="list-style-type: none"> Find partners to help plan your event. Pick a date, time, and location for a planning meeting. Use email templates to invite your partners to a kickoff planning meeting. Get planning! 	<ul style="list-style-type: none"> FEMA Emergency Support Functions FEMA regions Email templates

Now it is time to share your ideas for a Prepareathon event and ask your partners to commit to helping plan and participate. Hold a meeting to present Prepareathon to your partners. During your meeting, get feedback on your event idea or activity, answer questions on how the event will work, talk about goals, identify participants, and develop a potential campaign timeframe.

These steps will help get you started:

Outline Your Event Goals

- Review the challenges your community or organization faces when it comes to disaster preparedness. Talk about how your event can help overcome those challenges.
- Provide examples of successful events.
- Present the resources that Prepareathon provides.
- Ask for a commitment to help with the event.

Set a Date and Time

Discuss a date and time that makes sense for your event. To promote it, schedule it around your state's seasonal hazard awareness day/week/month, or similar hazard-focused programs including Wildfire Community Preparedness Day, ShakeOut, National Hurricane Preparedness Week, etc.

DID YOU KNOW?

The National Weather Service has a list of [seasonal hazard awareness weeks](#) listed by state.

Set Up Working Groups to Help with Planning

Working groups can focus on different parts of the event—from logistics and recruitment to community outreach and media promotion. Depending on the size and scope of your event, we recommend the following working groups:

- **Participant Recruitment Working Group:** This group will focus on getting people to attend your event. Consider targeting participants based on community influence, number of employees at an organization, ability to recruit and reach others, existing relationships with event organizers, and likelihood of their ability/interest in participating.
- **Public Outreach and Media Engagement Working Group:** Promoting your event can help recruit participants and encourage others to join in the planning. Reaching out to local media will help increase awareness. When forming this working group, look for partners who do marketing and public relations on a regular basis.

- **Logistics Working Group:** The activities you schedule will require some coordination and planning. Form a group that will shape the event, schedule, and secure necessary materials and resources. This group should consider locations, schedules, and actions that will encourage media coverage. For example, invite reporters to tour various actions at different times throughout the day to highlight participation from the whole community.

DID YOU KNOW?

A popular Prepareathon action is encouraging participants to register for local alerts and warnings systems. Having data on the increased number of residents that signed up to receive life-saving alerts is a great point to share with the media.

YOU CAN ALSO HELP TO FORM WORKING GROUPS BY ASKING:

- Is there an existing community group that could support this initiative, like a Citizen Corps Council, Local Emergency Planning Committee, or CERT?
- Who would naturally play a large role in a community response to a disaster and therefore be a natural leader of a working group? (e.g., American Red Cross, elected officials/city or county staff representatives, health care workers, public safety officials, and private sector personnel.)
- Who can give advice on shaping the event?
- Who is involved in marketing and earned media?

Create a Timeline and Work Plan

- Use the [timeline](#) and the *Prepareathon Planning Worksheets* (found on ready.gov/prepare) to outline key activities and milestones.
- Identify who or what working group will handle each task, as well as deadlines and status of the work plan.

Get Peer Support

See ideas from past events on the Prepareathon newsfeed. Reach out to your FEMA regional office to see if they can connect you to other event organizers.

SUMMARY	RESOURCES
<ol style="list-style-type: none">1. Outline your event goals.2. Set an event date.3. Establish working groups.4. Create a timeline and work plan.5. Go online for support.	<ul style="list-style-type: none">■ Severe weather week calendar■ Timeline template■ <i>Prepateathon Planning Worksheets</i> on ready.gov/prepare

When you register your event, it may be recognized on the Prepareathon website, social media, and newsfeed channels which can instantly increase exposure. You can download the *Prepareathon Promotion Guide* and other customizable materials as well as receive news alerts and information.

[Register your event.](#)

FEEDBACK FROM PREPAREATHON EVENT ORGANIZERS:

“We had a very successful week promoting the importance of preparation for severe weather and earthquakes. Shelby County was the first in Tennessee to join FEMA in this week-long initiative. I’m pleased so many businesses, schools and community groups participated in Shelby County’s Prepareathon. I’m especially grateful to my fellow mayors throughout Shelby County who supported this important initiative,” said Shelby County (TN) Mayor Mark H. Luttrell, Jr.

“Ready Spalding County’s Prepareathon helped us to rally our community around the importance of disaster preparedness,” said Kenny West, director of Spalding County (GA) Office of Homeland Security.

“Our preparedness efforts for hurricane season would have not have been as successful without the tools and support structure Prepareathon provided. We were able to launch a successful social media campaign and forge strategic partnerships with the private sector and the media ahead that led to increased registration for our Alert Tampa emergency notification system,” said Chauncia Willis, City of Tampa (FL) emergency management coordinator and IAEM-USA Region 4 president.

“Our participation with America’s Prepareathon helped us to create better relationships with organizations within the town. By coming together on this project, we’re better positioned to work with these organizations in the future,” said Sean Henry, Deputy Emergency Manager from West Warwick (RI).

“Many Sanford residents, including some who are particularly vulnerable in a disaster, are better prepared as a result of our Prepareathon. Even simple preparedness actions like having a communication plan, access to copies of important documents, or subscribing to emergency alerts can significantly improve the ability to cope with and recover from a disaster event,” said Alex Hammerle, Emergency Manager from Sanford (ME).

We provide a variety of resources that you can use to customize and promote your event.

Customize the logo to brand or co-brand your event. Using the Prepareathon logo helps connect events across the country. Check out the *Prepareathon Logo Usage Guidelines* for information on how to use the logo. You will find instructions on how to customize the logo with your community or organization name and, if appropriate, a particular hazard. Apply the logo to all your promotional materials. If your organization or community already has a preparedness campaign or brand, please co-brand with Prepareathon.

Share your story—we will, too! Share photos and videos of your event and promote it on social media—encourage participants to do the same. The @Prepareathon account will re-tweet your Tweet, like your Facebook posts, and even post a story on the Prepareathon newsfeed. Besides your social networks, think about how your event can encourage others to prepare. Your local TV and radio stations and community newspaper may want to cover your event. Check out the *Prepareathon Promotion Guide* for suggested activities for media engagement and public outreach.

Take advantage of the promotional resources. Prepareathon provides customizable brochures and posters to help promote your event. Download the *Prepareathon Promotion Guide* for talking points, media advisories, pre-written tweets and other social media posts, and more. The guide also offers tips for conducting social media outreach and recommendations on how to work with local media.

SUMMARY	RESOURCES
<ol style="list-style-type: none"> 1. Customize the logo. 2. Promote your event. 3. Visit the Prepareathon website. 	<ul style="list-style-type: none"> ■ <i>Prepareathon Logo Usage Guidelines</i> ■ <i>Prepareathon Promotion Guide</i> ■ Prepareathon website at ready.gov/prepare

Now that you've taken care of the planning stages, here are some ideas to make sure you have a full house for your event. To start, we've provided [email templates](#) that you can use to encourage community members to participate. Feel free to tailor the templates to your audience.

- **Send out a “Save the Date” invite 6-8 weeks before your event.** Get your event on participants' calendars as soon as you can. A simple “Save the Date” email or flyer can really improve attendance.
- **Invite people you may have already contacted.** Follow up with people you invited to your partner kickoff meeting. They may not have been able to help with planning, but they still may want to participate in your event.
- **Tailor your invitations to your audiences.** Think about what messages and channels you should use to reach different audiences.
- **Highlight your partners' involvement.** Let your audience know who else is involved. This will add to the credibility of your event.
- **Highlight how you are making your event accessible.** Make a special effort to reach out to people who may need extra support to prepare. These people may have access and functional needs, fewer social or economic resources, or are not fluent in English. In the appendix, we've included some [recommendations for reaching underserved populations](#).

WHO SHOULD I INVITE?

A Community Emergency Response Team (CERT) can help in a disaster when emergency responders may be overwhelmed. They may be valuable during a preparedness event as well. For more information, visit www.fema.gov/community-emergency-response-teams

SUMMARY	RESOURCES
<ol style="list-style-type: none"> 1. Invite community members. 2. Involve as much of the community as possible. 3. Reach out to people who may need extra support. 	<ul style="list-style-type: none"> ■ Recommendations for reaching underserved populations ■ Email template

Here are some things to think about as the day of your event approaches:

Before the Event:

- **Confirm your event speakers.** Check speakers' topics and figure out the order in which they will present. Also, try to think about what each speaker might need, such as talking points or visual aids.
- **Finalize logistical requirements.** Confirm audio/visual needs and signage.
- **Promote your event to local reporters.** The *Prepateathon Promotion Guide* provides tools to help you reach out to local media. For example, make sure the location is easily accessible to the media. Schedule interviews leading up to, and at, the event. If the event is happening at a school, make sure you have releases from parents before filming their children.
- **Finalize the media advisory, press release, and/or community proclamation (as needed).** If your community is issuing a proclamation to support your event (see the *Prepateathon Promotion Guide* for examples), recognize that this may take several months so be sure to plan ahead.
- **Develop a list of participating organizations.** Include a point of contact, address of location(s), type of activity, number of participants expected, and date and time of event.
- **Encourage partners and participants to promote your event on social media.** Share social media posts and resources found in the *Prepateathon Promotion Guide*. Ask participants to take and share photos. Make sure everyone follows each other's social media accounts so they can like and re-tweet others' posts.
- **Select partners to staff event activities.** Choose which partners will support media requests, record the event, update social media channels, take pictures, support speakers, staff each location, etc.
- **Review weather forecast and contingency plans.** Have backup plans for any outdoor activities in case of inclement weather.
- **Conduct pre- and post-surveys for your event.** Use the draft pre-assessment and post survey instruments (see example in the appendix).

Day of the Event:

- **Update social media.** Keep your followers informed by frequently posting updates.
- **Have a final planning meeting.** Before the event kicks off, meet with key partners and participants to go over any last-minute details.
- **Provide media kits.** Hand out media kits (see the *Prepateathon Promotion Guide*) to any media members that are attending your event.
- **Document the event.** Take photos and videos throughout the day. These will be great to include in any post-event follow up.

Congratulations on holding a successful Prepareathon event! Your efforts will help make your community or organization more resilient.

Document Your Success

After celebrating your success, document and share it with your partners.

- Collect any event recognition or certifications.
- Compile media coverage and event photos.
- Document social media activity.
- Send thank you emails with event results.

Provide Feedback

You can help us make these events even better by completing the [Prepareathon Feedback Form](#). We want to improve our resources so please tell us about your event, who was involved, how many people participated, and the results of your promotional efforts. Your feedback—and the feedback from your participants—will help us strengthen the planning materials and templates. We would also like to know how the actions your event focused on have made a difference for your community or organization!

Plan Your Next Event

Now that you have brought partners together and hosted a successful event, you have a solid foundation in place. Think about hosting another event—bring focus to another hazard or plan to encourage a different action. We know how important it is to be prepared.

Thank Your Partners and Participants

Sending thank you notes to those who helped you plan or participated in your event keeps communication open and friendly. People will appreciate the courtesy, and be inclined to participate again the future. You can maintain communication with your partners and participants by sharing results from your event along with any photos or interesting stories.

EASY WAYS TO MAINTAIN THE MOMENTUM:

- Keep the conversation going! Retweet important preparedness information.
- Look into other events like the Great ShakeOut.
- Think about who else you could include next time.

Send a Survey to Participants

A few days after your event, send an email with a link to the post-assessment participant survey (consider using a free online survey tool). See the appendix for a [sample participant survey](#). When complete, share the results showing how the Prepareathon event increased preparedness.

SUMMARY	RESOURCES
<ol style="list-style-type: none">1. Celebrate your success!2. Evaluate your event.3. Provide feedback.4. Keep preparing!	<ul style="list-style-type: none">■ <i>Prepareathon Promotion Guide</i>■ Prepareathon website at ready.gov/prepare■ Feedback Form for Event Organizers

Appendix: Resources

- [Email templates for partners](#)
- [Phone script for partners](#)
- [Email templates for recruiting community participants](#)
- [Event planning timeline](#)
- [Recommendations for working with underserved populations](#)
- [Prepareathon feedback form for event organizers](#)
- [Thank you email templates](#)
- [Prepareathon survey for event participants](#)

Email Templates for Partners

Three weeks before your planning kickoff meeting, send email invitations to the community members who you want to attend. In your email, include the meeting purpose, time, and location.

Example A

[PARTICIPANT NAME],

[COUNTY/TOWN/STATE] is working with the Federal Emergency Management Agency (FEMA) to host a Prepareathon event, and we need your help to make it a success. Prepareathon events are intended to encourage community members to be ready for potential disasters.

As part of this initiative, [ORGANIZATION] is planning a [DRILL, EXERCISE, ETC] to focus on [LIST ACTIONS]. By working together, we can make sure our residents are prepared for – and can recover from – any disaster we may face.

We hope that you will join us for a planning meeting on [TIME/DATE/LOCATION].

At this meeting, we'll talk about our goals for [name] Prepareathon and discuss what we can do together to make this a successful event. Please let us know if you are able to participate in this important kickoff event.

We look forward to working with you.

Regards,

[YOUR NAME]

[YOUR ORGANIZATION]

Example B

Dear Preparedness Partner,

[COMMUNITY] is working with the Federal Emergency Management Agency (FEMA) to host a Prepareathon event. As part of this initiative, [COMMUNITY/ORGANIZATION] is planning a series of actions such as [SPECIFIC ACTION] on [DATE].

Our Prepareathon event will bring together businesses, schools, government offices, colleges and universities, and houses of worship to support and participate in the campaign. We need you to make it a success. Working together, we all can be better prepared.

To kick off the event, please join us for a planning meeting on [DATE/TIME] at [LOCATION]. During this meeting, we will present our ideas for the event, and we welcome your input.

Please confirm that a representative from your organization can join us for this important kickoff meeting. We are excited about this initiative and look forward to working with you to build preparedness in [COMMUNITY].

Thank you,

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Example C

Dear Preparedness Partner,

We are inviting your organization to join in [COMMUNITY/ORGANIZATION NAME] Prepareathon, an initiative with the Federal Emergency Management Agency (FEMA) that encourages organizations and individuals to take action. [COMMUNITY] will be partnering with FEMA to host an event to focus on a [PREPAREDNESS ACTION OR HAZARD] that will be held [DATES/TIMES OF EVENT].

The goal of the [COMMUNITY/ORGANIZATION NAME] Prepareathon is for schools, businesses, governmental and non-governmental agencies, universities, and houses of worship to support and participate in this campaign. Working together, we can make sure [COMMUNITY NAME] is better prepared for a possible disaster.

Please join us for a kickoff planning meeting at [TIME/DATE] [LOCATION]. We will present our ideas for the event, but we'd also like to hear from you and how this Prepareathon can help your constituents, employees or people you serve.

Please confirm that a representative from your organization can join us for this important kickoff event. We are excited about this initiative and look forward to working with you to build preparedness in [COMMUNITY NAME].

Thank you,

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Phone Script for Partners

After invitation emails have been sent, follow up by phone to confirm partners' interest and attendance.

“Hello, my name is [YOUR NAME]. I am calling about an event to help prepare our community for emergencies as part of FEMA’s Prepareathon. We are planning to focus on specific actions we can take to prepare for [HAZARD].

As a community leader and partner, we are hoping that you will join us for an important kickoff meeting on:

on [DATE]

at [LOCATION]

at [TIME]

We plan to talk about our goals and what we can do to make this a successful event. Your participation will help us better understand the community’s needs.

Are you able to participate?

Yes [Continue]

No [Thank you; end call]

Thank you very much. We look forward to working with you.”

Email Templates for Recruiting Community Participants

Feel free to customize the following email based on the community partners you're reaching out to (i.e., businesses, schools, houses of worship, etc.).

Subject: Join us for [COMMUNITY] Prepareathon!

Would you know what to do to protect your family, friends, [COLLEAGUES, STUDENTS, PARISHIONERS, PEOPLE YOU SERVE, ETC.] and yourself during a [HAZARD]?

Don't wait for the disaster to happen. On [DATE] you can practice several easy actions that will prepare you and your [COLLEAGUES, STUDENTS, PARISHIONERS, PEOPLE YOU SERVE, ETC.] for an emergency.

[NAME OF PREPAREATHON]
[DATE]
[TIME]
[LOCATION].

This event is being held in coordination with the [SEVERE WEATHER WEEK (if applicable)], [DATE OF SEVERE WEATHER WEEK], and is supported by the [ORGANIZATION NAME], the Federal Emergency Management Agency (FEMA), and other partners.

[SPECIFIC INFORMATION ABOUT CHOSEN HAZARD & ACTION]

When we prepare and practice for an emergency before it happens, it makes a real difference in our ability to take immediate and informed action. This, in turn, enables us bounce back more quickly.

Please feel free to reach out if you have any questions. We look forward to seeing you at this year's [COMMUNITY/ORGANIZATION NAME] Prepareathon!

Thanks,
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Event Planning Timeline

We've included a sample task list to help you get started.

	TIMEFRAME	TASK
MONTH	4 – 6 months ahead	<p>Send emails to potential partners who can join in a planning meeting.</p> <p>Schedule planning meeting.</p> <p>Hold planning meeting, establish working groups, and determine key milestones.</p> <p>Develop event creative materials (logos, posters).</p>
	1 – 3 months ahead	<p>Reach out to community members to save event date.</p> <p>Develop a media outreach plan.</p> <p>Request a proclamation from government officials.</p> <p>Develop a list of participating organizations.</p>
	2 weeks ahead	<p>Visit event location and iron out logistics.</p> <p>Confirm invitees and speakers.</p>
	2-3 days ahead	<p>Review weather forecast for day of event.</p>
MONTH	Day of the event	<p>Hold a final pre-event meeting.</p> <p>Update social media.</p> <p>Document your event.</p>
	1 day after the event	<p>Send thank you emails to partners.</p> <p>Send survey to participants.</p> <p>Email Feedback Form to Prepareathon.</p>

Recommendations for Working with Historically Underserved Populations

Messages that meet checklist criteria are more likely to reach historically underserved populations than messages that do not.

Is Your Preparedness Message ...

- Specifically designed to reach your target audience?
- Available in a variety of formats within the same target community, such as traditional and online media, pamphlets, in-person activities and word-of-mouth promotion?
- Delivered by a trusted community voice to generate interest and build confidence within your target community?

Does Your Message ...

- Reflect the input of local and national leaders of the intended audience?
- Use the strongest and most important community networks within your target audience?
- Include the likely consequences of a hazard or threat in simple and culturally appropriate language for your target audience?
- Remind the audience that a disaster can affect all aspects of a community, including jobs, healthcare, childcare, housing, and transportation?
- Highlight the real difference actions can have on a family's safety, security, or health during and after a disaster?
- Reference the last major disaster event the target audience is likely to remember?
- Suggest actions that can be taken by each member of a household, resulting in better preparedness for a family?
- Tell people what they can do today to prepare, as well as offer a connection to a local expert for additional information, assistance, or training?

Prepareathon Feedback Form for Event Organizers

Thank you for hosting a Prepareathon for your organization or community. Please answer the questions below to help us improve the Prepareathon program and email this to prepareathon@fema.dhs.gov. We appreciate your feedback.

1. Please select the category that best describes your organization:

- | | |
|--|--|
| <input type="checkbox"/> Child Care Center, School, College/University | <input type="checkbox"/> Neighborhood |
| <input type="checkbox"/> Emergency Management Organization | <input type="checkbox"/> Volunteer Organization |
| <input type="checkbox"/> Faith-Based Organization, House of Worship | <input type="checkbox"/> Private Sector (e.g., local business) |
| <input type="checkbox"/> Military | <input type="checkbox"/> Public Sector (e.g., government agency) |
| <input type="checkbox"/> Other: (please specify) | |

2. In addition to registering your participation, which of the following did the Prepareathon website, www.ready.gov/prepare help you to do? (select all that apply)

- Download/print resources
- Learn about hazards in my area
- Learn what I should do to prepare
- Learn about preparedness activities in my state/community
- Customize resources
- Share my participation in Prepareathon with others
- Print a certificate of participation
- Other (please specify)

3. How satisfied were you with your ability to find what you were looking for?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Not applicable

4. [If “Dissatisfied” or “Very dissatisfied”] What would have made it easier to find what you were looking for? [open-ended]

5. What preparedness topic did you focus on for your event?

6. What activities did you conduct?

7. How many participated in the activity?

8. Which Prepareathon resources did you use to plan and hold your event? (check all that apply):

- How to Prepare for [hazard]
- Prepare Your Organization for [hazard]
- Prepareathon Promotion Guide*
- How to Customize Your Prepareathon
- Animated video
- Create Your Family Emergency Communication Plan
- Insure and Document Your Property
- Protect Critical Documents and Valuables
- Other materials _____

9. How helpful were these materials for planning and conducting your event?

- Extremely helpful
- Very helpful
- Somewhat helpful
- A little helpful
- Not at all helpful

10. Which Prepareathon promotional materials did you use? (check all that apply)

- Posters
- Web banners
- Social media graphics
- Logos
- None

11. How easy was it to customize the promotional materials?

- Very easy
- Easy
- Neither easy nor difficult
- Difficult
- Very difficult

12. How satisfied are you with how easy it was to get involved in Prepareathon?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

13. To what extent do you feel that those who participated are more prepared as a result of your Prepareathon?

- A great deal more prepared
- Somewhat more prepared
- No change to my level of preparedness
- I am more confused about how to prepare
- Not sure

14. Do you plan to hold a Prepareathon event again?

- Yes
- No
- Not sure

15. What suggestions do you have for Prepareathon? [open-ended]

Thank you very much for your time! We appreciate your willingness to provide feedback to help make the Prepareathon program better. Congratulations on doing your part to be prepared!

Thank You from Leadership to Participant or Co-Planner

From: Prepareathon Leader
TO: List of Prepareathon co-planners or participants
Subject: Thank you for your Prepareathon help

Dear Prepareathon [Co-Planner or Participant],

On behalf of XX, I want to thank you for taking the time to [help plan or participate] in the Prepareathon event held on [INSERT DATE]. Take the lessons you learned with you as you continue to prepare for dangerous hazards. Best of luck to you and/or your organization in making your plans and remember to reach out to xyz@agency.org with any questions or issues.

Thank you.

INSERT SIGNATURE

Prepareathon Survey for Event Participants

Thank you for your participation in this Prepareathon event. Please answer a few short questions to tell us about what you learned at the event and how we can make future events better.

1. As a result of participating in Prepareathon, how much do you agree or disagree with the following statements about your personal preparedness?

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
I know about the types of disasters or emergencies that are likely to happen where I live.					
I know how to prepare for a disaster.					
I believe I can prepare for a disaster.					
Preparing for a disaster does make a difference in how I can respond to and recover from a disaster.					
I am better prepared for a disaster.					

2. As a result of participating in Prepareathon, 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 before Prepareathon	I took this action as part of Prepareathon	I plan to take this action in the next 3 months	I do not plan to take this action
Build or restock emergency supplies kit				
Identify and practice seeking shelter in a protective location				
Gather legal, medical, and financial documents and put them in a safe space				
Start or update a family communications plan				
Sign up for weather or emergency alerts and notifications				
Review insurance and document property				

Prepare property for disasters				
Plan how to prepare with family and/or neighbors				
Other (Please specify):				

3. What could be done to improve future Prepareathon events?

4. What is your gender?

- Male
- Female
- Transgender
- Prefer not to say

5. What is your age group?

- Under 18
- 18 – 24
- 25 – 34
- 35 – 49
- 50 – 59
- 60 – 69
- 70 – 79
- 80 or older
- Prefer not to say

6. How do you identify your race/ethnicity? Select ALL THAT APPLY:

- African-American/Black
- American Indian
- Asian
- Hispanic/Latino
- White/Caucasian
- Other (please specify)
- Prefer not to say