

ADGP/Disaster Responder Program

Membership Resources

Membership Resources

ADGP/Disaster Responder Program Communications Resources:

Hurricane Preparedness

**June – August 2023**

The Atlantic hurricane season runs from June 1 to November 30, and meteorologists are again predicting another active season of Atlantic hurricanes as the effects of the climate crisis continue mount a devastating toll.

As we enter hurricane season, the American Red Cross is readying our teams and resources to ensure help is available to anyone left in need by a disaster. We also continue to urge everyone who lives in hurricane prone areas to get prepared now. Last year, the U.S. saw 14 named storms, so now is the perfect time to get ready for severe weather.

As a member of our ADGP/Disaster Responder Program, you know that in an emergency, every second counts — that’s why it’s crucial to be prepared. With that thinking in mind, we’ve developed these communications materials to help you highlight your commitment to community safety on your social and digital channels, and make sure those most important to your organization — your employees, customers or social media followers — know how to get prepared for hurricane season. Thank you for your support!

**Customizable Social Content**

You can leverage your social channels to encourage your followers to get prepared for hurricane season using the template posts and social graphics (provided in the accompanying zip file). The posts below tag the [@RedCross](https://twitter.com/redcross)on Twitter, but we encourage you to personalize these messages and tag us on other platforms too, like the[American Red Cross](https://www.facebook.com/redcross) on Facebook, [@americanredcross](https://www.instagram.com/americanredcross/) on Instagram, [American Red Cross](https://www.linkedin.com/company/157239/) on LinkedIn or [@americanredcross](https://www.tiktok.com/@americanredcross?lang=en) on TikTok. You may also retweet or share any relevant posts from our [national accounts](http://www.redcross.org/about-us/news-and-events/connect-with-us).

**General Hurricane Preparedness:**

Start date of Atlantic hurricane season: June 1, 2023

Atlantic hurricane season: June 1 – November 30, 2023

* Did you know that hurricanes have accounted for eight of 10 of the costliest weather disasters in U.S. history? If you live in an area prone to hurricanes and tropical storms, make sure you have a plan by following tips from our disaster relief partner, the @RedCross: [redcross.org/hurricane](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/hurricane.html)
* The climate crisis has caused hurricanes to strengthen faster and bring heavier rainfall. Check out preparedness tips from our disaster relief partner, the @RedCross: [redcross.org/hurricane](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/hurricane.html)
* Is your emergency kit ready? If you’re not sure where to start, our disaster relief partner, the @RedCross, has a list for you! 🔋🔦💧 <http://rdcrss.org/disasterkit>
* It’s National Hurricane Preparedness Week, are you ready if one hits your area? 🌧 Check out these ways to prepare from our disaster relief partner, the @RedCross: [redcross.org/hurricane](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/hurricane.html) #HurricanePrep
* This National Hurricane Preparedness Week, be @RedCross ready for hurricanes, floods, wildfires & more with FREE #RedCross apps: [http://rdcrss.org/apps​](http://www.redcross.org/mobile-apps/emergency-app) #HurricanePrep

|  |  |  |
| --- | --- | --- |
|  |  |  |
| *Red Cross Prep\_Are You Prepared*  *(also provided as GIF)* | *Red Cross Prep\_Hurricane Damage (also provided as Vertical size)* | *Red Cross Prep\_Emergency Kit (also provided as Horizontal size)* |
|  |  |  |
| *Red Cross Prep\_Make a Plan*  *(provided in GIF format))* | *Red Cross Prep\_Get Informed (also provided as Horizontal size)* | *Red Cross Prep\_Emergency App (also provided as Horizontal size)* |

**Customizable Promotional Content**

**Get Prepared for Hurricanes**

At COMPANY, we are strongly committed to protecting the communities in which we live and work. As a proud member of the American Red Cross Annual Disaster Giving Program (ADGP)/Disaster Responder Program since DATE, COMPANY makes an annual contribution to the Red Cross to support disaster relief and emergency preparedness efforts year-round.

It’s National Hurricane Preparedness week, and meteorologists are again predicting another busy hurricane season for 2023. As extreme weather disasters — including hurricanes — continue to increase in frequency and intensity it’s critical to prepare and plan ahead of time. The Atlantic hurricane season runs from June 1 to November 30, so now is the perfect time to get ready for severe weather.

From our friends at the Red Cross, here are **five steps** you can take to get your household ready now to help protect you and your loved ones:

1. [**Create an evacuation plan**](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/make-a-plan.html). Plan what to do in case you are separated from your family during an emergency and if you have to evacuate. Plan routes to local shelters, register family members with special medical needs as needed and make plans for pets.
2. [**Build an emergency kit**](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/survival-kit-supplies.html). Include a gallon of water per person, per day, non-perishable food, a flashlight, battery-powered radio, first aid kit, medications, supplies for an infant or pets if applicable, a multi-purpose tool, personal hygiene items, copies of important papers, cell phone chargers, extra cash, blankets, maps of the area and emergency contact information. **If you already have an emergency kit, now is the time make sure the food and water is still okay to consume and that copies of important documents are up to date.**
3. [**Be informed**](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/be-informed.html). Find out how local officials will contact you during a disaster and how you will get important information. Learn first aid and CPR in case emergency help is delayed.
4. [**Download the free Red Cross “Emergency” app**](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/mobile-apps.html). Put preparedness in your pocket and help keep you and your loved ones safe with real-time alerts, open Red Cross shelter locations and safety advice on hurricanes and other emergencies. Download this or other apps for free by searching for ‘American Red Cross’ in your app store or visiting [redcross.org/apps](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/mobile-apps.html).
5. Standard homeowners insurance doesn’t cover flooding. It’s important to have protection from the floods associated with hurricanes, tropical storms, heavy rains and other conditions that impact the U.S. For more information on flood insurance, you can visit the National Flood Insurance Program website at [www.FloodSmart.gov](http://www.FloodSmart.gov).

For more information about how you can prepare for hurricanes, visit [redcross.org/hurricane](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/hurricane.html).