

ADGP/Disaster Responder Program

Membership Resources

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ADGP/Disaster Responder Program Communications Resources:

National Preparedness Month

**September 2023**

Disasters can strike anytime and anywhere, and in an emergency, every second counts. That’s why National Preparedness Month is recognized each September — to promote family and community disaster and emergency planning. This September, the American Red Cross encourages everyone to get their household ready in case of an emergency and prepare themselves (and their communities) for disasters.

After yet another summer of extreme weather, we’re approaching the height of what could be an active hurricane season. Families across the country are feeling the effects of the climate crisis with deadly storms, devastating floods, raging fires and extreme heat becoming more common. Now is the time during National Preparedness Month to prepare for these more frequent and intense weather events.

Together with its partners, the Red Cross stands ready to bring help and hope in times of dire need. And just as the organization is resourced to mobilize at a moment’s notice, it’s critical that communities and families are prepared to face unexpected crises as well.

These communications materials are designed to help you align with National Preparedness Month on your social and digital channels, highlighting your Red Cross disaster relief partnership and commitment to community safety for those most important to your organization. You can also access these previously-provided [Hurricane Preparedness](https://www.redcross.org/content/dam/redcross/donations/updates-to-adgp-$500k-membership-hub/2021/Red-Cross_Hurricane-Preparedness-2021_ADGP-DR-Comms-Resources.zip) [Communications Resources](https://www.redcross.org/content/dam/redcross/donations/updates-to-adgp-$500k-membership-hub/2022/Red-Cross_Hurricane-Preparedness_2022_ADGP-DR-Comms-Resources.zip) and/or [Wildfire Preparedness Communications Resources](https://www.redcross.org/content/dam/redcross/donations/updates-to-adgp-$500k-membership-hub/2022/RedCross_Wildfire-Preparedness-2022_ADGP-DR-Comms-Resources.zip) for more disaster-specific preparedness content.

Thank you for joining us in sharing these important messages!

**Customizable Social Content (for Facebook, Twitter or Instagram)**

This September, you can leverage your social channels to encourage your followers to ​​​​​​​prepare for disasters — and take steps to help prepare their communities — using the template posts below and graphics provided in the accompanying zip drive. The posts tag the American Red Cross on Twitter, but we encourage you to personalize these messages and tag[American Red Cross](https://www.facebook.com/redcross) on Facebook, [@RedCross](https://twitter.com/redcross)on Twitter, [@AmericanRedCross](https://www.instagram.com/americanredcross/) on Instagram, [American Red Cross](https://www.linkedin.com/company/american-red-cross/) on LinkedIn, [@americanredcross](https://www.tiktok.com/@americanredcross?lang=en) on TikTok or @americanredcross on Threads. 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).

**Get Prepared:**

* This #NationalPreparednessMonth, we’re honored to support our disaster relief partner, the @RedCross, and help prepare communities for emergencies whenever and wherever they occur: [redcross.org/prepare](http://www.redcross.org/prepare) #BeReady
* This #NationalPreparednessMonth our disaster relief partner, the @RedCross, is asking people to take three easy steps to get ready for emergencies: 🎒 Get a kit, ✅ Make a plan, 📲 Be informed. Learn more: [redcross.org/prepare](http://www.redcross.org/prepare) #BeReady
* After a summer of extreme weather, we’re approaching the peak of what could be an active hurricane season. This #NationalPreparednessMonth, prepare your family for emergencies with these tips from the @RedCross: [redcross.org/prepare](http://www.redcross.org/prepare) #BeReady
* Disasters can happen anywhere, anytime — and they are becoming more frequent and intense due to the climate crisis. #NationalPreparednessMonth is the time to get prepared! Our disaster relief partner, the @RedCross, can show you how: [redcross.org/prepare](http://www.redcross.org/prepare). #BeReady
* Did you know the @RedCross responds to a disaster every 8 minutes? Emergencies can happen anytime, anywhere. Make sure you’re prepared by taking these steps now. ➡️ [redcross.org/prepare](http://www.redcross.org/prepare) #BeReady
* It’s #NationalPreparednessMonth! The @RedCross has free apps to help your family be informed and get prepared if disaster strikes. Tap here to read how they can help you: <http://rdcrss.org/apps> #BeReady
* Disasters can happen at a moment’s notice. Make sure you create an emergency plan that addresses your needs with these tips from the @RedCross: <https://rdcrss.org/inclusive-preparedness> #BeReady

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|  | *Extreme Weather*  *Also provided as Vertical size* | *Red Cross Prep*  *Emergency Plan 1* | | | | *Red Cross Prep*  *Emergency Plan 2* | | | *Red Cross Prep*  *Emergency Plan 3* | | | *Red Cross Prep*  *Emergency Plan 4* | | |
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|  | *Red Cross Prep*  *Plan with Pets* |  | |  | *Red Cross Prep*  *Kit for Pets* | | | *Red Cross Prep*  *Pet Safety* | | | *Red Cross Prep*  *Emergency App (also provided as*  *Vertical size)* | | | *Red Cross Prep*  *Preparing People with Disabilities (also provided as Vertical size)* | | |

**Preparing Your Community:**

* As disasters become more frequent and intense due to the climate crisis, the need for @RedCross response has never been greater. You can help by becoming a disaster volunteer: <https://rdcrss.org/3gsgU6C>
* Help make sure no one has to go through a disaster alone. Learn how you can get trained to become a @RedCross disaster volunteer: <https://rdcrss.org/3gsgU6C>
* As disasters increase in frequency and intensity, our disaster relief partner, the @RedCross, is looking for volunteers to help at shelters in times of crisis. Tap here to get trained so you can answer the call when your community needs it most: <https://rdcrss.org/3gsgU6C>
* **@RedCross** volunteers **play several critical roles in their local communities, including providing aid after disasters and supporting blood drives. See the most-needed volunteer opportunities here:** <https://rdcrss.org/3gsgU6C>
* Every 2 seconds, someone in the U.S. needs blood. It’s the blood already on the shelves that helps to save lives in an emergency. To help your community be prepared, make an appointment **to donate blood or platelets** with our partner the @RedCross: [rcblood.org/appt](http://www.rcblood.org/appt)

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| *Red Cross Volunteers*  *What Disaster Volunteers Do*  *(also provided as Vertical size)* | *Red Cross Volunteers*  *Disaster Comfort and Care*  *(also provided as Vertical size)* | *Red Cross Volunteers*  *You Can Help*  *(also provided as Horizontal size)* | *Red Cross Volunteers*  *Volunteers Needed*  *(also provided as Vertical size)* | *Red Cross Volunteers*  *Blood Donations*  *(also provided as Horizontal size)* |

**Customizable Intranet/Employee Email Content**

**September is National Preparedness Month! Take This Opportunity to Get Prepared.**

In an emergency, every second counts — that’s why it’s essential to be prepared. This is true now more than ever as disasters are becoming more frequent and intense.

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 year-round.

After yet another summer of extreme weather, we’re approaching the height of what could be an active hurricane season. Families across the country are feeling the effects of the climate crisis with deadly storms, devastating floods, raging fires and extreme heat becoming more common.

Together with its partners, the Red Cross stands ready to bring help and hope in times of dire need. And just as the organization is resourced to mobilize at a moment’s notice, it’s critical that communities and families are prepared to face unexpected crises as well.

September is National Preparedness Month, and the time to prepare for these more frequent and intense weather events. And getting prepared is easier than it sounds.

We encourage you and your family to take these **three simple actions** recommended by our friends at the Red Cross**:**

1. **Get a Kit.** First, build your [emergency kit](http://www.redcross.org/get-help/prepare-for-emergencies/be-red-cross-ready/get-a-kit) with a gallon of water per person, per day, non-perishable food, a flashlight and a battery-powered radio. Also include a first aid kit, medications, supplies for infants or pets, a multi-purpose tool and personal hygiene items. And don’t forget to add copies of important papers, cell phone chargers, blankets, maps of the area and emergency contact information.
2. **Make a Plan.** Next, [plan](http://www.redcross.org/prepare/location/home-family/plan) what to do in case you are separated from your family during an emergency and what to do if you have to evacuate. Make sure to coordinate your plan with your child’s school, your work and your community’s emergency plans.

Depending on your household’s needs, there might be additional considerations to take into account as part of your emergency planning.

* + Create a plan that considers your capabilities, any help you may need and who can provide it, especially if you need to evacuate or if the power goes out for several days.
  + Older adults or people with mobility, hearing, learning or seeing disabilities may need to create a support network of people that can help during an emergency.
  + Disasters can be scary for children. Take time to talk with your kids about preparing for common emergencies, how to stay safe and what to expect. The Red Cross has free programs and tools to help, visit [redcross.org/YouthPrep](http://www.redcross.org/youthprep) for more information.
  + Don’t forget to include your pets in your emergency plans! If you and your family need to evacuate, so does your pet. It’s important to plan in advance to know which pet-friendly hotels are in your area, and where your pets can stay in an emergency situation.

1. **Be Informed.** Finally, plan to [stay informed](http://www.redcross.org/prepare/location/home-family/informed) by finding out how local officials will contact you during a disaster and how you will get important information, such as evacuation orders.

**National Preparedness Month is also a good time to take steps to help your community get prepared for emergencies of all sizes. By volunteering, donating blood or learning lifesaving skills, you can be ready to help your loved ones and neighbors when needed. Visit** [redcross.org](http://www.redcross.org) **to learn more.**

Whether it’s a hurricane, wildfire, flood or a home fire that threatens, it’s essential to be prepared. If you have any questions about the Red Cross or our ongoing partnership, please don’t hesitate to ask.