

## What is Ready Rating?

The Red Cross Ready Rating program is a free, Web-based, membership program designed to help businesses, organizations and schools become better prepared for emergencies.

Members complete a self-paced, online self assessment of their current readiness level and receive immediate, customized feedback with tips to improve preparedness.

The Ready Rating assessment consists of the following five comprehensive steps:

- 1. Join.** Make preparedness a priority in your organization.
- 2. Assess emergencies and their impact.**
- 3. Develop or enhance your Emergency Response Plan** by outlining steps before, during and after an emergency.
- 4. Practice your Emergency Response Plan** and integrate preparedness into the culture of your organization.
- 5. Show your community you care** by taking your efforts beyond your organization.

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## Membership benefits

- Membership is **free**, online and self-paced.
- Access to **assessments, tools and resources** developed by Red Cross experts.
- Ready Rating **Scorecard** that provides a color coded snapshot and unique quantification of your organization's preparedness level.
- Optional **public recognition** of your commitment to preparedness through a Member listing on [readyrating.org](http://readyrating.org), plus a Member Seal to display at your facility.

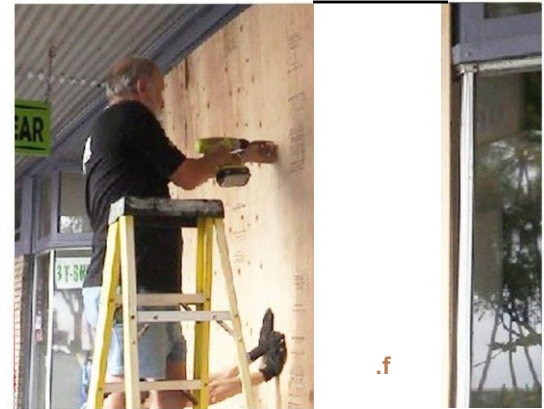


## Where to begin?

Visit [readyrating.org](http://readyrating.org) today.

## Ready Rating works.

**75% of members have updated their plans due to Ready Rating and have increased their scores by as much as 42%.**



**It's free. It's easy. The time to prepare is now.**

Ready Rating can guide your business, organization or school with simple, measurable steps to become better prepared for emergencies. The Red Cross has information, tools and resources to assist you in improving your readiness.

## Why prepare?

- 94% believe an emergency will occur within the next two years.
- Up to 40% of businesses don't survive the emergency, with 80% going out of business if not back up within a month.
- 4 out of 5 businesses fail after the loss of a key executive.



### Minimize losses

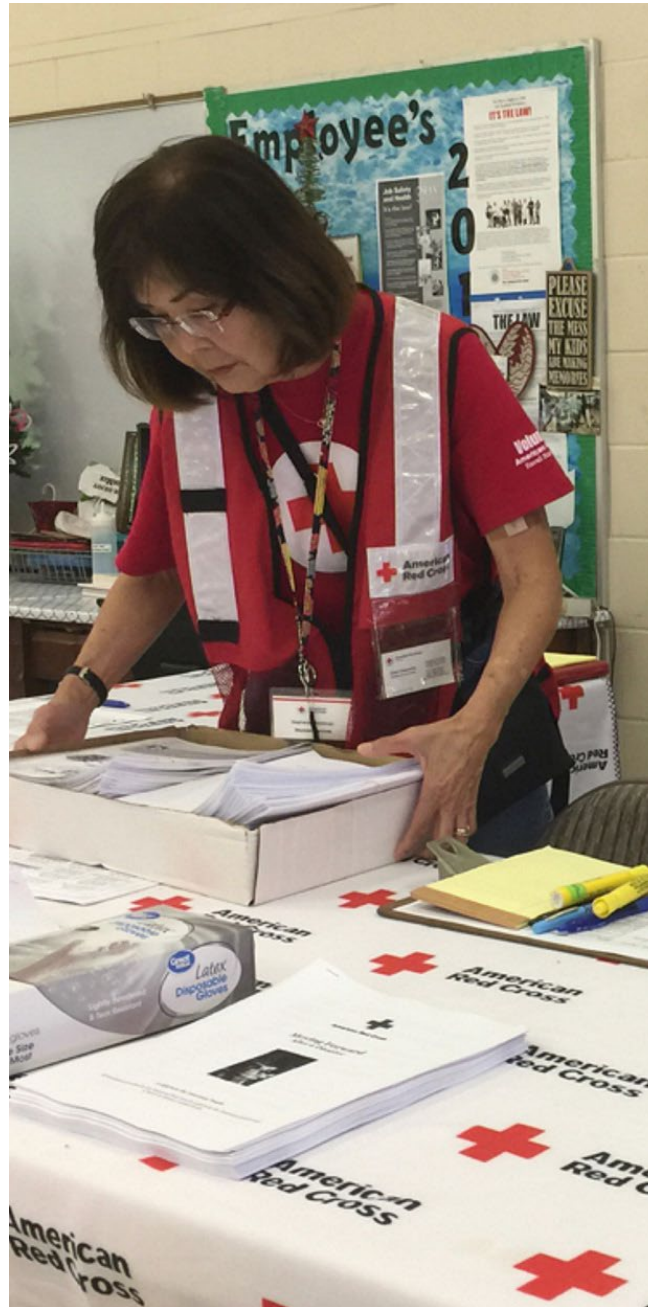
During an emergency, have an Emergency Response Plan in place to quickly contain costly situations.

### Enhance productivity

Prepare employees, faculty and staff, which will enable them to return to work sooner.

### Gain trust

Demonstrate a commitment to your employees, students and community as a whole.



## American Red Cross Ready Rating™



If an **emergency** strikes, will your business or school be **ready**?

