Community Preparedness Campaign
Outreach Planning Process & Tips

About the Campaign

*Gear up. Get Ready. It can happen! (GUGR)* began as a community preparedness pilot campaign to increase awareness and drive action in preparing for all-hazard emergency and catastrophic events. The campaign is a program stemming from the Regional Catastrophic Preparedness Planning Team (RCPT), IL-IN-WI Combined Statistical Area (CSA). GUGR was implemented December 2011 through June 2012 and spanned across three states inclusive of 16 counties. It reinforces and supports the existing preparedness outreach efforts of regional Emergency Managers, government agencies, private sector, non-profit and community/faith-based organizations.

Based upon best practices research, the campaign utilizes various approaches in engaging communities while strengthening whole community partnerships around emergency preparedness. It brings an engaging preparedness experience directly into communities, where citizens – work, live, play and worship.

**GUGR Planning - How to Best Use This Document**

This Campaign Outreach Planning Process and Tips document serves as an outline detailing step-by-step tactics of the GUGR community preparedness campaign planning with key learnings and recommendations. The document can be used with the GUGR Emergency Preparedness Community Outreach Campaign Toolkit which includes additional planning resource information and templates.

Note: This document only serves as a reference to the GUGR campaign planning process. It is designed to give users options to choose which elements that can be used and customized to best address their needs and priorities.
Contents
The Campaign Outreach Planning Process and Tips document highlights the steps taken in major campaign planning including:

1. Establish Outreach Goals
2. Identify Outreach Audience(s) and How to Engage Them
3. Secure Partner Participation
4. Explore Opportunities for Preparedness Outreach
5. Event Branding and Messaging
6. Pre-Promotion Activities
7. Plan and Manage Event Logistics
8. Media Relations and Social Networking
9. Develop Online Presence

Each planning process step is organized in the following sections for quick planning reference:

- **Approach & Rationale** – provides the overview and background of thinking for each planning step.
- **Toolkit Support Materials** - references helpful support planning documents found in the Emergency Preparedness Community Preparedness Campaign Toolkit
- **Planning Considerations: Guiding Tactics** – outlines the recommended “must do’s” in approaching the planning step to maximize success.
- **Areas of Success** – details notable campaign planning activities accomplished for each step. Note: “Success” is determined by quantifiable results and/or positive partner feedback.
- **Questions you Should Ask** – recommends a series of questions to ask during the planning process based upon learnings from the campaign
- **Helpful Tips** – recommended planning actions to consider based upon campaign learnings
1. Establish Outreach Goals

Approach & Rationale
At the onset of planning every preparedness event, the planning team met with local Emergency Managers to discuss their outreach priorities, challenges and goals. This important first step helped to provide a clear understanding of what determined outreach success for each event. The planning for each preparedness event was centered on how to best achieve those goals and also lay a foundation for sustainability.

Toolkit Support Materials
Most preparedness event goals were pre-determined and unique to individual local jurisdictions. However, the Campaign Research Report provided in the “Research” section of the toolkit lays out CSA demographic, trend and best practices research that can help guide some aspects of goal setting.

Planning Considerations: Guiding Tactics for Establishing Outreach Goals
- Clarify the outreach audience(s).
  - GUGR events were held over 2-3 days in which various audiences were targeted
- Determine expected event attendance.
  - If this is an established event, the organizer would have historical data regarding attendance.
  - If this is a first time event, projections should be made based on location, time of day, audience, foot traffic, etc.
- Determine the desired community preparedness action to be taken.
  - Goal is to not only raise awareness but motivate community members to take specific actions toward preparedness.
  - Example:
    - Encourage community members to start Family Communication Plan at events
    - Community member preparedness training (Building an Emergency Kit, CPR, First Aid, etc.).
- Look to see how existing relationships could be strengthened and/or develop new partnerships to support preparedness efforts.
- Explore how the campaign can be used to further tie into local jurisdiction priorities.
Areas of Success

- Successfully connected campaign mission, goals and action to targeted demographic audiences.
  - Planned 14 preparedness events customized to various target community audiences, such as Hispanic/Latino Community Center, Senior Centers, Low Income Housing Complexes, AFN, etc.
- Brought the GUGR emergency preparedness campaign message to unexpected community locations – where people work, live, play and worship.
  - Festivals, shopping areas, schools, churches, etc.
- Secured buy in and support throughout planning from local Emergency Managers, first responders and other emergency preparedness officials.
  - All (6) on the ground county emergency officials were actively involved
  - (4-6) of the (10) other counties engaged in weekly campaign planning calls
- Created a greater in-depth level of involvement with community based organizations during campaign.
  - Organizations provided easy access to their constituents and community members
  - Agreed to pursue new paths of engagement such as inviting local jurisdictions in and including their campaigns and programs as part of their annual planning
  - Built new relationships with the faith-based communities and churches

Questions you should ask to Establish Outreach Goals

- What would a successful outreach look like for my target community?
- What are the desired sustainable outcomes from the event have on this community?
- What is the time and resource capacity needed to accomplish my goals?
- Who do I need and must have involved to help plan, implement, and sustain the effort?
- What is the desired sustainable impact you want for the event and the partner relationships.
- Are there any existing internal/external goals that can be supported from the event and outreach?
- Based on your work, what communities or audiences in the municipality or county do you feel have not been adequately reached?
- What relationships do I feel need to be strengthened or established within the community?
Helpful Tips for Establishing Outreach Goals

- With goals in mind, plan for preparedness activities that can be measured either qualitatively and/or quantitatively. This will help to establish benchmarks and determine the impact and effectiveness of your work over time.
  Example:
  - Surveying event attendees (pen and paper, electronic, internet, etc.)
  - Community interviews and testimonies to capture perceptions and opinions around preparedness (written, video-taped, audio taped, etc.)
- When applicable, consider determining both the event attendance and one-on-one interaction numbers. The event attendance number is the overall estimated number of community members at the event, whereas the interaction number estimates the number of community members that were actually engaged. Both can help plan for setting future outreach goals.
2. Identify Outreach Audience(s) and How to Engage Them

Approach & Rationale
Identifying the target audience was a critical upfront step in planning. It was important for the campaign to appeal to multiple community audiences varying from Seniors, youth and schools, people with Access and Functional Needs and Spanish speaking communities. Each county hosted 2-3 days of GUGR preparedness events, which allowed outreach for multiple community audiences. Determining the right outreach audiences helped to guide the most effective and relevant tactics to use in the preparedness activities.

Toolkit Support Materials
The Campaign Research Report (located in the “Research” section) and the AFN, Youth & Schools, and Private Sector Guides (located in the “Guides” section) in the toolkit can direct you to the best practices to use in planning for targeted audiences.

Planning Considerations: Guiding Tactics When Identifying Outreach Audience(s)
Review various audiences for preparedness outreach:
- **Age**
  - Tweens, Generation Y (teens/young adults), Generation X, Baby Boomers and Seniors
- **Race**
  - Multi-cultural considerations, community members from culturally, ethnically and linguistically diverse backgrounds
- **AFN**
  - Consider how you should address the needs of individuals who may require additional assistance before, during and after an emergency. (AFN = person with communication, cognitive, auditory, visual, mobility disabilities and an array of physical and emotional inabilities).
- **Community**
  - Urban and rural communities; consider how social and economic factors drive perception and decisions as “emergencies” take on different meanings and priority.
Areas of Success

- Considered trends and nuances of various age segments, races, AFN community members and other demographics within the 16 county region.
- Research indicated that the Spanish speaking population was the majority minority throughout the CSA.
  - Created Spanish campaign communication elements (branding, incentives, media materials, etc.)
- Based on insight and feedback from emergency officials and community members, campaign focus was placed on supporting low income and budget-conscious audiences.
  - Promoted preparedness education and encouraged starting the Family Communication Plans on-site – FREE
  - 433 community members began their Family Communication Plans onsite
  - Provided helpful tips and information on how to prepare on a limited budget
    - Held FEMA workshop entitled, “Preparedness on a Shoestring” for community members
- Met with foundations within the CSA to gather insight on ways to serve various populations.
  - Insights from community groups revealed the best approach in communicating with audiences (Ex: utilize straightforward, clear messages, and both high level and grassroots communication tactics)
  - Helped drive communications message and outreach planning tactics of creating a mobile preparedness campaign that goes into communities
- Participated in a local disability board meeting and met with a local disability integration specialist to openly discuss the most efficient ways to serve the AFN population in outreach efforts.
  - Information helped drive necessary materials and items needed for onsite events
    - Planned for preparedness materials in Spanish, Braille and large print
    - Planned for campaign volunteer staff to support attendees by providing one-on-one interaction
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- Acquired supportive Federal Emergency Management Agency (FEMA) emergency preparedness materials (Spanish, large print, Braille, etc.).
  - Distributed FEMA materials throughout campaign
  - Materials ordered were representative of all community segments
    - Preparing Makes Sense, Get Ready Now
    - Preparing Your Pets for Emergencies Makes Sense
    - Preparing Makes Sense for Older Americans
    - Preparing Makes Sense for People with Disabilities and Other Access and Functional Needs
    - Ready Kids Activity Booklet
    - Every Business Should Have A Plan

Questions you should ask for Identifying Outreach Audiences and How to Engage Them
- Are there critical audiences in your municipality or county you’ve not connected with?
- Who is trusted and influential in the community and how can you get their support to reach audiences?
- Are there any sensitive topics you should consider in the messaging and outreach approach?
- Where is the best place to connect with your audience (meet them where they are)? Where do they go and what are their habits?
- Based upon the audience, what are major considerations or influences to get them to participate?

Helpful Tips for Identifying Outreach Audience(s) and How to Engage Them
- Consider events and/or activities that can be intergenerational, i.e. use youth to help engage adults and seniors in preparedness activities.
- FEMA materials are free of charge, however it can take a few weeks to receive, so plan accordingly. Additionally, there is a limit of one order per organization, so plan to order materials at least 6-8 weeks prior to your event and enlist the help of partners to place orders if higher quantities of materials are needed.
- Make sure when conducting outreach to non-English speaking audiences to enlist the support of volunteers or partners who can fluently communicate and translate information for the target audience.
3. Secure Partner Participation

**Approach & Rationale**
The GUGR campaign would not have been a success without the support of local community, public and private partnerships. Securing partner buy-in opens the door to broaden relationships and build consistent community engagement. Although no one would disagree that collaboration is vital, given the limited resources, staff and time of many community partners, securing them can sometimes prove challenging. In planning for the campaign, the team identified some key approaches that helped get partners onboard to support preparedness activities.

**Toolkit Support Materials**
In the “Campaign Preparedness Event Planning” section of the toolkit, refer to the Partnership Letter and GUGR Campaign Presentation template to assist in building partnerships.

**Planning Considerations: Guiding Tactics for Securing Partner Participation:**
- Identify the best partners for preparedness event planning based upon audience member inroads, reach, resources, existing relationship, similar priorities and goals.
  - Partners such as Emergency Management Agencies, Health Departments, Police Departments, Fire Departments, CERT, Red Cross, Salvation Army, private corporations, small businesses, etc.
- Demonstrate how partnership can add value to their existing goals and efforts, creating a “win-win” opportunity.
  - Discuss partner’s outreach objectives and priorities to determine common ground
    - Example:
      A potential non-profit partner has an initiative to enroll youth in their afterschool training program. They need help spreading the word and signing up students. The local Emergency Manager has a strong relationship with the Police Department and the Community Center that services youth. All partners were able to come together to create a community event that served each of their missions.
  - Explore the on-going and/or upcoming partner events and where there can be a preparedness tie-in.
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- Determine partnership scope and contributions during planning and onsite, could include, but not limited to:
  - Providing free community services (health screenings, training, etc.)
  - Community program information (promote and recruit for afterschool programs, health care screenings, education initiatives, etc.)
  - Donation of in-kind gifts, services, food, etc.
  - Volunteer support
  - Communication/media resources to promote (email blasts, flyers, radio, print etc.)
- Seek ongoing opportunities to sustain partnership efforts beyond preparedness event.
- Schedule touch base planning meetings to provide updates and finalize details

Areas of Success
- Contacted organizations that showed interest in partnering during the research interview process.
  - Emails of intent were distributed; the project team explained importance of program and how the partnership could benefit them and their needs.
  - Pitched and secured private sector partner Wal-Mart hosted campaign event at their store in DuPage County
    - Provided emergency give-a-ways
  - Walgreens provided survival kit supplies for sustainability
    - 275 cases of products (soap, flash lights, non-perishable foods, etc.)
- Pinpointed partner programming that could be highlighted or tied into preparedness event in which each serve targeted segments of the population.
  - Example:
    - Community health group programs that promote affordable medical services
    - Youth organizations to promote afterschool and education programs
- Explored various communication tactics and vehicles each partner uses to reach audiences. Also discussed tactics that are helpful to avoid pitfalls.
  - Emergency Management Agencies (EMA)
    - Worked with project team to help determine overall preparedness event type, scope and coordination aligned with local priorities and partnerships.
    - Helped identify local partner relationships and opportunities that could be used for outreach efforts. (First responders, NPOs, private sector, community groups, etc.).
    - Helped secure appropriate volunteer staff to help with on-site activities (EMA staff, CERT members and community organization staff).
First responders
- Local Fire Department gave presentations that included putting together a 72-hour kit, emergency planning at home, first aid training and preparing medications for an emergency. Local Fire Departments also brought fire trucks and other official vehicles to events to increase visibility and audience engagement.
- Local Police Departments brought command vehicles to events. Additional networking within the communities gave them the opportunity to promote programs such as providing free child identification cards, “See Something Say Something”, Gang Violence Prevention, and Drug Prevention in a non-intrusive way.
- CERT volunteers guided activities for low-income community members emphasizing communicating with family members, preparedness on a shoestring and having a plan in place in case of an emergency versus the traditional way of buying materials for a kit.
- CERT volunteers provided thirty-minute first aid training and other demonstrations for community members during a church emergency preparedness event.

Community organizations
- Volunteers helped assist with Spanish translation for pre promotion of event and onsite at event
- Provided venue to host preparedness event(s) during peak traffic
- Organizations provided free back-to-school supplies and art lessons to help draw community attention and engage children, giving adults adequate time to secure information and build a communications plan

Faith-based
- Garnered campaign interest based on flooding emergency that occurred in previous years which directly impacted the church, members and the community.
- Cross promoted with church ministries and church communication resources (announcements, flyers, etc.) to maximize reach

Private sector
- Grocery stores provided refreshments for family events. Additionally, they helped promote by placing fliers in customer bags.
- Animal shelter supported campaign by hosting emergency preparedness event and providing pet preparedness information to visitors
- Retailers provided items for raffles and giveaways
- Entertainment vendor donated bounce house activity for children
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- Community members
  - Helped to promote upcoming event(s) via “word of mouth”
  - Volunteered services such as a DJ for emergency preparedness community celebration
- Government agencies
  - Local health departments and facilities/hospitals provided health exams such as teeth cleaning and blood pressure screening.

Questions you should ask for Securing Partnerships
- Who would be the ideal partners to make your outreach a success (determine what resources you need, both tangible and intangible)?
- Do you have connections or relationships with them? Do you have colleagues with those connections? Are you starting from scratch?
- Are there ways you can support the immediate objectives for each partner?
- What are your potential partner’s current outreach initiatives or programs that can be promoted through your event or program?
- Are there challenges that may make the partnership or outreach an issue? (ex. Limited timing, staff resources, scheduling conflicts, external/internal sensitivities)
- What resources can each partner provide? (Volunteers, translation, media, other partners, in-kind gifts, etc.)
- Is it for “fee or free”? Is there a cost associated with any partner support or the services they will provide?

Helpful Tips for Securing Partnerships
- Determine the partners availability upfront (time and resources)
- Be mindful of any tax reporting for receipt of any “in-kind” donations or other parameters that have organizational implications
- Make participation easy – provide templates for information, materials and promotional elements (email blasts, flier, newsletter copy, media information, etc.).
- Creating a PowerPoint presentation outlining campaign specifics was a great tool in securing partnerships. It not only gave an informative overview of objectives, it was used internally by partner organizations to garner additional participation approval and support.
- When you begin planning your annual emergency preparedness calendar of events, begin strategically thinking about and reaching out to desired partners.
- Coordinate with partner organizations to bring their other constituents to events to provide targeted and supplemental information and services.
- An incentive for partners, offer recognition of collaboration in press materials and include their name and logos on branded collateral items.
4. Explore Opportunities for Outreach

Approach & Rationale
Pinpointing unique opportunities for outreach made the difference between simply handing out preparedness flyers and giving away free items versus true community member excitement, interest and participation. The project team explored how the preparedness message and activities could have greater impact and visibility in communities, which required asking the right questions to see how GUGR could expand beyond traditional tactics for emergency preparedness partnership scope.

Planning Considerations: Guiding Tactics for Exploring Opportunities for Outreach

- Identify partner resources that can be included in the event planning.
  - Venues
    - Can the partner host the event location? Makes sense considering they are typically located in the neighborhood of target audiences.
  - Communication vehicles for use to target audiences (Email lists, newsletters, media partners)
  - Upcoming events and occurrences that draw audience
    - Can be both major large events and smaller habitual events, such an annual celebration, weekly/monthly meetings, general high community traffic occurrences
  - Cross organization tie-ins
    - Do the partners have other relevant relationships that they can add to preparedness events.
- Existing presence at community events.
  - Campaign planning to add value/build upon preparedness logistics at event
- Media Partners
  - Can they provide coverage on multiple channels (print, radio, t.v. online) pre/on-site and post event?
    - PSAs, on-site coverage radio remotes
- Tap into Athletic Organizations
  - Minor league, major league, youth games, intramural games, etc.
- Park District
  - Afterschool programs, community activities and events
- Community Organization events
  - Community celebrations, after school programs, family celebrations, community watch events, community clean up events, parades, etc.
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Areas of Success

- Partners mapped out events in which they were already vested that drew large community members.
  - Such as: Touch-a-truck, Waukegan Parade, Gary RailCats Baseball Game, Valparaiso Farmer’s Market.
- Identify opportunities to create a GUGR preparedness event or turn an existing small event into a GUGR event.
  - Such as: Annual community neighborhood watch event with police department expanded into GUGR outreach; typical child pick-up at day-care center included GUGR activities with community partners; day created to focus on preparedness for major community church.
- Determined what was happening at suggested events and how those events could be leveraged to promote the emergency preparedness message.
  - Baseball Game - asked how much presence could the campaign have both on the field and around the stadium; resulted in first pitch, public service announcement (PSA), T-shirt toss, etc.
  - Local community complex - asked about additional events being held; resulted in emergency preparedness outreach while a Food Pantry distributed free food
  - Community Park District - asked about large outreach opportunities; resulted in walking in a local parade and passing out FEMA materials to community members on parade route
  - Community Park District - Engaged a captive audience at a pancake breakfast which enabled volunteers to hold in-depth discussions on preparedness
- Provided materials in advance to partners to help them take advantage of the forthcoming opportunities.
  - Outreach teaser write-ups
  - Talking points
  - Write ups for newsletters
- Contacted schools, after-school programs and youth/millennial organizations or groups to inquire about upcoming and future events.
  - Leveraged an existing neighborhood celebration held by the local police department and a community center within a Spanish speaking community.
- During heat hazards, secured water donated from retailer for GUGR event
  - Created campaign message stickers for bottles, driving audience to local Emergency Management Agency and GUGR website.
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Questions you should ask for Exploring Outreach Opportunities
- What on-going events held by partners and potential partners can be leveraged for current and future outreach?
- What are the community outreach techniques/channels each partner uses?
- Can the partnership be expanded to other relevant activities and initiatives?
- Is there an opportunity for onsite announcements?
- Who are the other participants/sponsors at the event? Can there be any collaboration with them?

Helpful Tips for Exploring Outreach Opportunities
- It is helpful to see how preparedness activities can align with current events and relevant topics that will generate interest for community members.
  Example:
  - Heat advisory and flooding in certain areas provided an opportunity of interest for both media and community members. This also lends well to inroads for other partner collaborations that are aligned with those topics.
    Example:
    ▪ Private sector partner donating water for events.
- Participating in parades and large community traditions is a particularly great way to visibly reach masses of community members and get potential media coverage.
  - Be sure to ask if materials can be distributed to audience and make sure there is enough in quantity.
  - Use “eye-catching” branded materials to grab attention and consider creating preparedness cheers to engage audience.
- See how the announcements and existing activities at partner events can be used as opportunities to convey message.
  Example:
  - Community member who has an emergency prepared story provides live testimonial, videotaped PSA that can be shown at affair
  - Host fun preparedness game/raffle during intermission of event
    ▪ Sporting event half-time show or throw first pitch at baseball game.
5. Event Branding and Messaging

Approach & Rationale
A significant part of the GUGR campaign is the look and feel. The campaign brand was designed to visually “hook” the attention of a wide audience - then present a compelling emergency preparedness message. In order to accomplish this, during the planning process, the project team determined what appealing materials should be used and what is needed for the message to be effectively conveyed. Repetition and visibility are keys to building brand recognition and a connection to emergency preparedness.

Toolkit Support Materials
The GUGR brand and collateral items used are described in the “Messaging and Brand Design” section of the toolkit. Support materials include: GUGR Campaign Pilot Communications Brief, GUGR Brand Guide, and Design Files PDF; other helpful materials can be found in the “Media and Social Networking” section where Sample Talking Points and Messaging are provided. Keep in mind that the brand and messaging serve as a universal guide but can be customized to incorporate the messaging and brand of local jurisdictions.

Planning Considerations: Guiding Tactics for Event Branding and Messaging
- Determine what branded items will best capture attention of audience at preparedness event
  - Signage – banners, directional signs
  - Volunteer clothing – t-shirts, hats, buttons, etc.
  - Giveaways – t-shirts, tote bags, buttons, stickers etc.
  - Other visuals – balloons, fliers, pom poms, etc.
- Map out placement of visual branded items throughout event venue
  - Based upon attendee flow at event
- Develop easy information with event messaging for volunteers and representatives
Areas of Success

- Strategically utilize GUGR branded signage:
  - (3) 8x2 foot vertical retractable banners with targeted campaign messages
  - (1) 8x8 foot Step and Repeat branded backdrop banner
- Determine the event traffic flow and points of engagement to gauge what and where to place signage.
- Utilize the impact of walking brand messages of volunteers and staff wearing GUGR tee shirts in both English and Spanish.
  - Provide representatives and volunteers with key campaign talking points so they can effectively engage community members
- Developed 16 ft. GUGR branded campaign vehicle to serve as immediate point of interest.
  - Parked vehicle used as signage and conversation starter
- Considered pre-planned branded signage that marked campaign presence onsite for consistent look and feel.
  - Designed and produced (3) 8x2 foot vertical retractable banners based on key campaign messages (life of banner extended beyond the campaign for other emergency preparedness initiatives).
    - General GUGR campaign branded banner
    - Get Informed, Get Prepared, Be Ready!
    - Gear Up. Get Ready. It can happen!
  - 8’x10’ step and repeat backdrop banner used for photo booth.
  - Counties added branded elements to reinforce and support campaign.
    - Campaign branded balloons - big hit with children.
    - Flyers and handouts that were used to pre-promote
- Messaging for pre-promotional materials highlighted the “free” aspect; most community members during the pilot consistently were enticed by free food, entertainment, services, and giveaways as incentives for participation.
- Presented opportunity for community members to intimately connect with the campaign messaging using key phrase thought bubbles at photo booth.
  - I’m Prepared
  - Get Ready
- Developed talking points for staff, volunteers, media and key officials so they could effectively speak to the purpose of the campaign, activities and preparedness information available to event attendees.
Questions you should ask for Event Branding and Messaging

- How do you frame emergency preparedness in a way that peaks peoples’ interest?
- How can the emergency preparedness message be framed in a way that drives the community to act?
- How can the brand and messaging be tailored to fit particular demographic audiences served throughout the campaign and beyond?
- Where will the message be applied: newsletter, e-mail, social media, radio, television, flyers? What’s appropriate? How long should it be? Should it be in a conversational or business format?
- How do you create emergency preparedness messaging that can become part of community members’ lifestyles?

Helpful Tips for Event Branding and Messaging

- Consider creative “purposeful” branded giveaway items connected to event goals.
  - Tote bags and slings were chosen because people (especially seniors and parents with children) can use the bags to carry preparedness materials and use as shopping bags afterward; which will in turn further marketing
  - Weather Radios and Safety Kits are important items for community members to have in home.
  - T-Shirts are a popular item that community members could wear and advertise the campaign beyond the event.
  - The branded buttons were distributed in conjunction with the Readiness Assessment Test based upon your score.
- To carry the buttons during the events, very inexpensive cloth tool belts were purchased from a home improvement store.
- Buttons can also be made into stickers which may be a less expensive option.
- A local Emergency Manager produced branded balloons which was a major hit with the youth and visually attractive.
- Creating retractable banners served as a simple “eye-catching” branded piece. The set up and break down is easy. They are also good backdrops for video and photo ops.
- The step-and-repeat backdrop not only worked well for the photo station, but served as an excellent branded background for media, representatives and community member video interviews.
6. Pre-Promotion Activities

**Approach & Rationale**
Getting the word out was important to build excitement and interest around the events and to drive attendance. The partners’ effort to pre-promote the preparedness events based upon the audience. The extent of pre-promotion used was based upon partners, resources, target audience, and events.

**Toolkit Support Materials**
Within the toolkit you will find templates for pre-promotion. In the Campaign Preparedness Event Planning section templates for reference include: flyers, newsletters and PSAs which were included in the toolkit to help support pre-promotional outreach.

**Planning Considerations: Guiding Tactics for Pre-Promotion Activities**

- Identify organizations within the targeted communities to determine what tools and tactics they use to effectively reach community members.
  - Where do you reach them (community meetings and events, public and private sector locations)?
  - How do you reach them (door-to-door, email blasts, postings in facilities)?
  - How do you get them to attend events (relevance to their life, incentives)?
- Special considerations given to various community linguistic, age, cultural, social and economic trends and nuances.
- Collateral
  - Brochures, newsletters, flyers, posters
  - Email blasts
  - Graphics for print advertisement
- Activities
  - Canvassing, provide pre-drafted materials to partners, call-a-thons, personalized invitations, giveaways
- Media Relations
  - Engage media partners and media personalities to promote the event
  - Promote events on media outlet websites
  - Create on-air and web contests to encourage emergency preparedness engagement
Areas of Success

- Identified event information on partners’ and local officials’ website or newsletter.
  - Worked with community centers and partners to post fliers at the facility and promote on the website.
  - In return, campaign web portal provided resource links to partner sites.
  - Provided campaign content for American Baptist Church monthly Newsletter reaching 350 churches.
- Provided partners with template branded materials for pre-promotion.
  - Graphics for use in community print advertising, flyers
- Canvassed communities with flyers.
  - Provided the pilot’s target audience with the opportunity to associate a friendly face with the event. Canvassing gave us the opportunity to build momentum for the event.
  - Canvassing included, but not limited to neighboring churches, park districts, libraries, fliers on cars, schools, and/or businesses.
  - Weekly community canvassing helped yield over 200 attendees at community preparedness event at church
- Utilized partnership resources.
  - Local churches made announcements during service and placed event inserts into their bulletins.
    - Encouraged church partner to enlist support of other church ministries to assist in publicizing and participation. Ministries assisted in canvassing efforts.
  - Trusted grocery store that served a Spanish speaking community placed Spanish fliers in community members’ shopping bags
  - Community partners and private partners handed fliers out to their employees and the families they served, as well as posted information on posters around their buildings.
  - Tapped into partner media relationships for free PSA coverage and pre-event representative interviews resulting in free advertising.
    - Interviews from local Emergency Managers, community organizations and RCPT Committee members
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Questions you should ask for Pre-Promotion Activities

- Who is the intended audience and how does that dictate what promotion methods should be used? For example, generation X community members within urban areas heavily use social media, so pre-promotion on Facebook or Twitter may be ideal.
- Should template materials be provided to support partners and guide distributed messaging?
- Are there any events and/or activities leading up to the outreach event? Can they be used to promote the outreach event?
- How can CERT teams, partners and volunteers help “tease” the upcoming outreach event?
- Do any of the partners have a website, newsletter or participate in social media? Can they be used to promote the outreach event?

Helpful Tips for Pre-Promotion Activities

- Providing editable templates of event communication materials (i.e. flyers, ads) to partners will help make their job easier in supporting pre-promotion efforts.
- If possible, explore planning for a pre-event activity leading up to the event as incentive to participation.
  - Police Department asked children to come to event with a bag of trash used to clean up the neighborhood for a prize at a safety rally
- Target print, broadcast and online media outlets three weeks before event to begin.
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7. Plan and Manage Event Logistics

Approach & Rationale
The campaign pilot onsite engagement activities have a template setup to streamline planning and execution. However, each community outreach plan was customized based upon the various goals, target audiences, and event type.

Toolkit Support Materials
Refer to both the “Community Preparedness Campaign Planning” and “Community Preparedness Outreach Event” sections in the toolkit to access planning information and templates such as the: Planning Checklist, Volunteer Training Guide, Communication Templates, Vendor List, Event Run of Show (ROS), Activation Overview and Readiness Assessment Test.

Planning Considerations: Guiding Tactics for Planning and Managing Event Logistics
- Event Timing
  - Determine best timing for presence at large event or host event to maximize attendees
    - Depending on habits of target audience
- Location
  - Identify location elements that can support the event: computer lab, gym, kitchen, indoor/outdoor facility
  - Determine the layout and flow of traffic to assess branding/signage plan, volunteer positions.
  - Assess the amount of interaction time with community members at each event
- On-site Volunteers and/or Staff
  - Based on the event, determine how many and what type of volunteers and/or staff are needed
  - Actively recruit volunteers from partners, community groups, government groups and private sector
  - Determine volunteer and/or staff placement at each event
  - Provide event information and direction for volunteers and staffing
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- Outreach Communications
  - Provide preparedness awareness information
    - FEMA handouts in Braille, large print, Spanish and English
    - Handouts and materials supplied by County and local partners
  - Campaign specific materials (i.e. posters, fliers and other handouts)
  - Establish that volunteers, staff and guest officials are familiar with campaign talking points

- Target Audience Parameters
  - Ensure planning and logistics take into consideration the target audience (i.e. seniors, youth, AFN)
  - Staff in place to address needs

- Ways to encourage community member participation on-site
  - Incentives (food and giveaways), games, celebrities or special attractions

- Gather communication materials based on target audience

Areas of Success
- Worked with partners across (10) CSA counties; emergency managers, private sector partners, government agencies, and community and faith-based organizations.
  - Held weekly planning calls to discuss status and needs of partners for logistical event planning
  - Planning resulted in reaching approximately 5,590 community members during one month of preparedness events
- Determined how logistics could maximize outreach opportunity.
  - Identified optimum window for start and end times in planning consideration (what time has the most traffic for attendees)
    - Worked with event organizers to target optimum community attendance for best engagement and results. Scheduled event during Food Pantry at Park District which provided captive audience for preparedness message.
  - Campaign Created Events
    - Created event activities and approached based on target audience and event types.
  - Large events with significant crowd, interaction time is limited
    - Focus on providing quick quality engagement
    - Message had to be short and concise to get attention of attendees; incentive and fun driven
Community Preparedness Campaign
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- Small events with a more intimate setting can call for thorough engagement.
  - Lends itself for deeper dive into family emergency planning and education.
  - More time for training sessions, demonstrations, speakers and workshops.
- Developed GUGR preparedness standard event template for streamlined planning.
  - Branded Truck
    - Activities were anchored by campaign branded 16’ box vehicle with activities.
    - Allowed for campaign to reach multiple communities in short time.
  - Readiness Assessment
    - Volunteers worked with citizens to help them take the “Are You Ready?” quiz (5-8 questions) to determine people’s level of preparedness and spark conversation around preparedness.
    - Assessment customized based on awareness of local hazards, helping AFN populations, communication plans.
    - Provided answers and information to assessment at information table
    - Used rented iPads to calculate real-time results and connected to online survey system. (Example: Survey Monkey, Zoomerang, etc.)
    - Plan to distribute branded buttons based on assessment score.
  - Information station
    - Provided answers to assessment test and FEMA materials.
    - With guidance from ambassador volunteers, community members were encouraged to start a Family Emergency Communications Plan from Ready.gov – received free weather radio or Safety Kit as an incentive.
    - CERT teams and volunteers facilitated plan process with community members.
  - Preparedness Games
    - Spin-the-Wheel and Plinko games – community members had to correctly answer preparedness questions to win giveaway (T-shirt, tote bag, sling bag).
    - Community members would spin wheel with preparedness questions (from Readiness Assessment Survey). If they answered correctly they could go to the Plinko game and see which giveaway item they could win.
    - Volunteers running games engaged community members in dialogue and explained answers to provide more insight.
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- Photo Booth
- Partner tables/“booths” to provide information and services to community members.
  - Health organizations, churches, NPOS, first responders.
    - Found unique ways to encourage participation.
      - Used punch cards, in which community members needed to visit each partner booth for free food or other incentives.
    - Determined staffing plan supplemented with partner volunteers.
      - Crafted specific emergency hazard messaging based upon relevant current events and concerns.
        - Focused on flooding for community which experienced major damage.
        - Developed posters to promote safety during a heat advisory.

Questions you should ask for Planning and Managing Event Logistics
- Considering high traffic, when is the best time to handle outreach at an event? Should outreach be done in the middle of the day as opposed to the beginning or end?
- How many community members are expected? How does that dictate materials, volunteer and staff needed?
- What are the habits of your target audience? What do they typically do once at an event?
- What is your target audience most interested in? At private partner locations, how can coupons and other incentive items can be used to promote participation and interest?
- When community members come to the selected event location, do they usually stay a while, or come and go immediately?
- Is this a re-occurring event at this location? If so, is there an opportunity to continue to engage community members? Is there an opportunity for on-going partnership?
Helpful Tips for Planning and Managing Event Logistics

- If possible, schedule a pre event walk-through with the partners to map out the logistical flow and layout of event.
  - Especially critical when determining location of GUGR campaign, Emergency Command and first responder vehicles
  - Site visit will also assist in placement of signage and volunteer placement.
- Creating Readiness Assessment Test is a great vehicle to spark community conversation around preparedness and gain insight. The test can be altered to ask local hazards questions.
  - Assessment can be crafted based on local hazards and priorities.
  - Making the test online allowed for easy results calculation and made it easy to manage. (Using online survey service).
  - Paper test could be added to the online results, however warranted data entry.
- Holding a volunteer training session prior to the event will allow for better preparation and help community members be more informed around preparedness information.
  - Pre-event training can be the first step to sustainability with community partners in supporting ongoing preparedness activities.
- Developing a community partner “punch card” is a great tool to ensure attendees visit each partner table onsite.
  - Card is distributed at entrance of community event with each partner name; community members must visit each station in order to receive identified incentives (giveaway, free food ticket, etc.).
- It is critical to confirm the habits of the target audience if outreach message is going where they work, live, and play. Includes understanding what typically draws the best crowds and understand how receptive attendees may be based on what they are doing activity at the event.
  Example:
  - For a Senior event, lunch time attracted a lot of attendees at senior community center. Hosting the preparedness event during that timeframe resulted in a standing room only crowd for preparedness presentation
  - For family focus events with children, parents typically have a small window of time before children get antsy; provide activities for the children (photo booth, coloring books, balloons, spin the wheel game, etc.) to keep them entertained while parents receive information.
- Create sign-in sheet for community members who visit the event, especially for those who take the time to start their Family Communication Plan. Contact information can be used to build outreach database and inform community members of upcoming events, information or alerts.
Community Preparedness Campaign
Outreach Planning Process & Tips

8. Leverage Media and Social Networking

**Approach & Rationale**
Including public relations and social media were used to broaden the campaign message beyond the onsite outreach. The media approach included how to strategically maximize the existing media relationships and develop new partnerships for coverage.

**Toolkit Support Materials**
Within the “Media and Social Networking” section of toolkit reference material is provided including Sample Press Release, Sample Media Alert, and Social Media 101 Guide, to support media and social media planning.

**Planning Considerations: Guiding Tactics for Leveraging Media and Social Networking**
- Establish Media and Public Relations Strategy
  - Develop press releases, media alerts and other supporting documents.
  - Identify appropriate media to support event.
  - Identify existing media relationships that target audiences.
- Pitching
  - Identify and secure a dedicated representative to promote the campaign.
  - Blast photos, press releases and media alerts.
- Create Social Media Strategy
  - Establish realistic social media tactics.
  - Develop internal social media guide and a guide for partners.
  - Leverage appropriate medium for event type and audience (for example Twitter, Facebook, Instagram and YouTube, etc.).
- Broadcast
  - Television
    - Explore opportunities to pitch non-traditionally (public access, paid programming, community based shows, etc.)
  - Radio
    - Connect with stations that appeal to target audience.
    - Seek blended opportunities for paid advertising, promotional and editorial broadcasts.
- Websites and On-line Publications
  - Pitch to relevant on-line media outlets (could lead to extended coverage or promotions)
Areas of Success

- Based audience reach, print, online, and broadcast media resulted in 5,943,248 media impressions through one month of campaign pitching efforts to expand outreach.
  - Campaign representatives featured on multi-segment radio coverage to discuss various aspects of campaign.
  - Targeted both general and Hispanic media outlets (large and community based)
    - Secured campaign television coverage on Univision segment, a major Spanish station resulting in 120,003 media impressions based on reach.
  - Targeted both grassroots and large media approach for placement in community newsletters, newspapers, and websites.

- Provided campaign social networking handles to urge partners to post regularly to Facebook, Twitter, and other social media sites (and link all of the interaction to the organization’s website homepage).
  - Minor league baseball team tweeted campaign message pre and during preparedness activities
  - Church encouraged members to spread message through social media
  - Gave partners pre-set statements with links to post on social media; after they posted, other organizations were encouraged to share and re-tweet to continue engagement

Questions you should ask for Leveraging Print, Broadcast and On-line Media

- Who is the audience and where do they typically gather information?
- What is that audience saying about emergency preparedness and how should that be addressed?
- What resources are available and what can be invested? Is the staff large enough to have one person concentrate on communications?
- Who are the influencers and where do they gather and distribute information?
Helpful Tips for Leveraging Media and Social Networking

- In advance, identify representatives that can serve as ambassadors for media interviews. Make sure they are not limited to only Emergency Management and government officials. Include community members, private sector and community organization partners to share their unique perspective on preparedness.
- Pitch that media outlets cover a series of interviews covering various preparedness topics impacting communities.
- Develop media angles connected to current news events or community focus to attract media outlets.
  - Media outlets have a tendency to more interested when it is linked to a story versus general emergency preparedness.
- Partnering with organizations and media that feature animals can result in great coverage.
  - Animals and pets are often overlooked in preparedness and makes for interesting story.
- Build additional social media activities for community members into events
  - One way for community members to enter a raffle, they must “Like” county emergency page and/or upload an event photo on Facebook or Tweet about event on Twitter.
9. Develop an On-line Presence

**Approach & Rationale**
The development of the GUGR campaign web portal provided a platform to create a campaign destination around emergency preparedness for community members. It provided an opportunity for the campaign onsite activities to live beyond the event day. Additionally, the portal was to serve as a unifying link across the CSA that attracted community members through the campaign. It then guided them to their emergency management agency, community partners’ sites and preparedness resources.

**Toolkit Support Materials**
Within the toolkit, refer to the Web Portal Strategy document in the “Community Preparedness Planning” section document that supports the planning.

**Planning Considerations: Guiding Tactics for Developing an On-line Presence**
- Develop a website strategy.
  - Consider the overall look, feel, message and brand of the campaign.
  - Develop distinct content that appeals to the target audience(s).
  - Gather information and produce a copy to be housed on the site.
  - Visit other effective emergency preparedness websites that both interact well with audiences, while utilizing engaging entertainment and education.
  - Decide how the web portal will be used before, during and after outreach to ensure smooth distribution and usage.
- Explore how website can respond to needs of AFN populations
  - Such as language translations and larger print
- Determine website metrics to determine success.
  - Measure traffic and user activity.
Areas of Success

- Developed a CSA unifying web portal through the GUGR preparedness campaign.
  - Served as the preparedness information hub for campaign.
  - Content based upon communications strategy and brand guide for consistent look, feel and messaging.
  - Reviewed successful emergency preparedness websites locally and nationally that targeted similar populations to maximize appeal.
- Identified how campaign and community member experience could be captured with video to highlight on web portal and future use for counties.
  - Interviewed various representatives involved in preparedness outreach
  - Created a campaign promotional video providing emergency manager, community organization and governmental perspectives on emergency preparedness awareness and the GUGR campaign.
- Created Spanish version of web portal for Spanish speaking audiences.
- Pin pointed opportunities for web portal to serve as campaign destination for preparedness partner resources, events, and information.
  - In one month, generated 724 web portal visits
  - Encouraged web portal visits from community members by posting event pictures on site.
  - Created easy hand-outs with web portal address for distribution at events.
- Determined how to measure web portal success.
  - Considered how many visits made pages
  - Determined the length of time used on each site visit and the number of pages visited on average per visit.

Questions you should ask for Developing an On-line Presence

- Who will be this website’s target audience? What typically appeals to them?
- How did effective emergency preparedness websites that target similar audiences develop their website? What are the key components of their website?
- What will the website do? How will it serve its target audience before, during and after outreach events and hazards?
- How will the website’s performance be measured?
- What is the overall campaign message and brand? How is the message used to develop website content?
- What links will be provided to partner sites? What partner site links will be posted on the website?
Helpful Tips for Developing an On-line Presence

- Plan to include website address on print and giveaway materials so community members can access and promote website.
  - Example:
    - T-Shirts, tote bags, letterhead, communications, etc.
- Be sure to include website information in talking points for media interviews to push traffic.
- Make the community members the online “star” – feature content of community members at events on the website.
- Create an easy handout that let’s community members know they can visit website so they can visit and see pictures/videos of themselves
- Consider creating a branding banner ad on various partner sites that link to your website.
Thank You!

Thank you for your interest in the Gear Up. Get Ready. It can happen! community preparedness campaign. For more information about the GUGR campaign or the Regional Catastrophic Preparedness Planning Team (RCPT) visit www.gearupgetready.com or contact Yvette Alexander, Director, External Operations - American Red Cross, at Yvette.Alexander@redcross.org or Earl Mashaw, Project Manager - Regional Catastrophic Preparedness Grant Program at Earl.Mashaw@cityofchicago.org.

About the Regional Catastrophic Preparedness Grant Program

The Regional Catastrophic Preparedness Grant Program (RCPGP) was initiated in 2008. RCPGP is focused on increasing catastrophic preparedness planning in high risk, high consequence areas. The central objectives of the grant program are to build a regional planning process within planning communities, fix shortcomings in existing plans and link operational needs to resource allocation. The latter provides the ability of the grant to promote citizen preparedness through messaging and outreach. Resource allocation is our ability to promote readiness and citizen preparedness steering toward the operational necessity of being prepared. The RCPGP team reaches out to the citizens of the Illinois-Indiana-Wisconsin Combined Statistical Area with the one common goal of driving action toward preparedness.