

Localizing the Ready Brand for Your Community



Ready, a national campaign created by FEMA in partnership with The Advertising Council, is designed to educate and empower Americans to prepare for and respond to emergencies. The by the Georgia Emergency Management and Homeland Security Agency (GEMA/HS) localized this campaign for the state in January 2008.

Localizing the *Ready* campaign for your community or incorporating *Ready Georgia* into your local outreach efforts is a great way to get the word out about preparedness. Localization also will help ensure consistent messages about disaster preparedness at the local, state and federal level. Not only does it connect your organization with a statewide brand, it also makes it easier to use the variety of resources from *Ready Georgia*.

If you are looking to launch a *Ready* campaign in your community, here are some ways to start:

Kick Off

Localized Logo: The national *Ready* campaign will localize a *Ready* logo for you to use on your website and other marketing materials. There is no charge for this service.

Web Page: A web page is an essential tool for sharing information and resources. We recommend having a page dedicated specifically to emergency preparedness that gives residents in your area the tools they need to get ready. Ideas include:

- *Essential Information:* Explain the central message of the *Ready* campaign, "Prepare, Plan and Stay Informed," and its importance.
- *Detailed Information:* You can find more detailed information about how to prepare throughout the [Ready Georgia website](#), such as what to pack in a Ready kit, how to prepare for [different types](#) of emergencies and how to help special groups like [seniors](#) or those with [special needs](#). Your page may include this information as well, or link users to specific pages at [ready.ga.gov](#).
- *Events/News:* Keep your audience up to date with info on the latest news and upcoming events.
- *Resources:* The [online toolkit](#) contains fact sheets with Georgia disaster information, preparedness survey statistics, information on special interest groups, general preparedness flyers, flyers for seniors, pet owners, people with functional needs, and Spanish-speakers (large-print flyers are also available), presentation tools, camera-ready newsletter articles, and fill-in-the-blank PSAs. Businesses can download the [Ready Your Business](#) guide.
- *Social Media Links:* If you have a presence on Facebook, Twitter or any other social media platform, don't forget to promote them on your site. Find out more about how to effectively use social media and traditional media using the community outreach ideas, social media guide, social marketing guide and media training guide available in the [online toolkit](#).

Press Release: A press release is a great way to kick off your campaign. It announces your news to the media, delivers the essential messaging points about preparedness and points people to the different resources you have available, such as a website, social media pages or future events. You can find a release template in the [online toolkit](#).

Host a Preparedness Event: Take your emergency preparedness to the next level by hosting an event, such as a preparedness fair or a build-a-kit workshop. Events not only allow you to personally connect with residents, they also provide media opportunities that take the message beyond the people who are in attendance. The [online toolkit](#) has a variety of resources to support events, including creative event ideas, flyers to distribute and graphics for displays.

Ongoing Opportunities

Once you've launched your campaign or incorporated *Ready Georgia* into your website and promoted it, there are still a number of ongoing opportunities to take advantage of *Ready Georgia's* resources.

Community Calendar: The *Ready Georgia* Community Calendar can help you find out about preparedness events that are going on throughout the state. It also includes seasonal observances that you may be able to tie into for marketing ideas and events in your community. For instance, you may know that September is National Preparedness Month, but did you know that Oct. 21-27 is National Safe Schools Week?

In addition, the Community Calendar is available to help you promote your own events. If you're interested in promoting something, send us a message with the event description and details through the [Contact Us](#) page.

PSAs: Many radio stations are able and willing to provide air time for local public service announcements. Take advantage of this opportunity to spread the message of preparedness. The [online toolkit](#) provides several sample PSAs that you can customize to your needs.

Seasonal/Special Interest Events and Speaking Engagements: Opportunities to do in-person outreach to the community occur all year long. Check the Community Calendar for seasonal tie-ins that could lead to ideas for events. Look for opportunities to target groups that have a special need for preparing, such as children, seniors and those with special needs. Again, the online toolkit has a variety of materials to support you, including flyers, fact sheets and even slide decks for presentations.

Email: E-newsletters are one of the most effective ways to deliver a message to a receptive audience. Offer places to sign up on your website and social media channels, and deliver engaging content to your subscribers. *Ready Georgia* has a variety of newsletter article templates available in its online toolkit, and often provides timely newsletter samples in its seasonal updates.