

Ready-or-Not Communications Plan

Key Messages

All Audiences

- More local and neighborhood self-reliance is needed for disaster preparedness.
- **Ready-or-Not** provides a simple way to make a wide range of already existing disaster preparedness and recovery information readily available to an entire community.
- **Ready-or-Not** provides a way to help a community develop or enhance a disaster response protocol for a specific community.
- Simple use of technology can improve local disaster preparedness.
- Schools provide excellent organizational units for disaster preparedness and response, especially in disaster response situations where the impending disaster is known.
- **Ready-or-Not** program usefulness increases when disasters are looming, as people will be looking for at-hand sources of information.

Educator Key Messages

- The **Ready-or-Not** program provides communication mechanisms to involve parents as disaster response partners with schools.
- The **Ready-or-Not** brochure program provides a way to involve children, the most vulnerable in disaster incidents, as participants in disaster preparedness.
- Children are more technology-adept than many parents and will be able to show parents how to use the website when needed.

Business Partner Key Messages – *(Applicable to other vendors marketing to schools & teachers)*

- Sponsoring the **Ready-or-Not** program provides a way to communicate with educational institutions at higher levels and establish a relationship with them far above selling products and services.
- **Ready-or-Not** program provides lasting community relations branding for a local business as a concerned member of the community who is participating in the health of the community.
- When disasters loom, quick sponsorship of **Ready-or-Not** program provides excellent and rapid visibility opportunity for businesses supporting the sponsors initiative.
- **Ready-or-Not** enhances lead generation, as businesses have presentation opportunities with groups of teachers at parent teacher conferences and other meetings of teachers and parents.
- **Ready-or-Not** widens and enhances the positive reputation of local businesses and organizations.