Introduction to America’s PrepareAthon!SM

America’s PrepareAthon!SM is a nationwide call to action. America’s PrepareAthon! is a grassroots campaign for action to increase community emergency preparedness and resilience through hazard-specific drills, group discussions, and exercises. Throughout the year, America’s PrepareAthon! helps communities and individuals across the country to practice preparedness actions before a disaster or emergency strikes. Twice a year, on April 30 and September 30, the America’s PrepareAthon! campaign promotes national days of action, National PrepareAthon! Days to bring attention to our progress toward creating a more resilient Nation.

The campaign builds on existing disaster awareness campaigns by providing action-oriented guidance and resources to help individuals, organizations, and communities discuss and practice safety measures and easy, low-cost actions to improve resilience for specific disasters.

The goal of America’s PrepareAthon is to build a more resilient Nation by increasing the number of individuals who:

- Understand which disasters could happen in their community;
- Know what to do to be safe and mitigate damage;
- Take action to increase their preparedness; and
- Participate in community resilience planning.

America’s PrepareAthon! Resources

This resource catalog provides an overview of the resources available to America’s PrepareAthon! participants to support their preparedness activities and, more specifically, to use in implementing and promoting a day of action. Descriptions and thumbnails of resources are available for download and are included in the pages that follow.

- **Preparedness Resources**—The preparedness resources for America’s PrepareAthon! participants include How to Prepare guides and Prepare Your Organization Playbooks for each hazard.

- **Branding Resources**—The suite of logos and guidance for how to use and customize America’s PrepareAthon! for a group or community provides a consistent way for participants and supporters to promote a day of action.

- **Promotional Resources**—Promotional materials include print and digital resources with America’s PrepareAthon! creative designs, a Media Event Planning Guide, and a Communications Toolkit. These resources will help participants get the word out about their commitment to preparedness.

All the materials referenced in this resource catalog are free and are available for download at www.ready.gov/prepare.
Preparedness Resources

The following preparedness resources are designed to help organizations, emergency managers, individuals, and families participate in America’s PrepareAthon! These resources focus on clear, easy steps to promote preparedness activities for local hazards. These materials are currently available for earthquakes, floods, hurricanes, tornadoes, wildfires, and winter storms.

DIGITAL RESOURCES

*When the Earth Shakes (2:00) and When the Sky Turns Gray (2:00):* These two-minute animated videos provide information on how to protect yourself and your family before, during, and after an earthquake and winter storm. The videos complement the *How to Prepare* guides and can be used during organizational preparedness discussions to help start the conversation.

*It Started Like Any Other Day (4:00, :30, and :15):* This video, through personal stories, introduces and raises awareness of America’s PrepareAthon! by focusing on survivors of three recent natural disasters: Hurricane Sandy; the Moore, OK, tornado; and the Poinsettia brush fire in San Diego, CA. Featured on FEMA’s YouTube channel, this four-minute video is designed to set the stage for preparedness discussions, tabletop exercises, and day of action activities.

*Cloud of Smoke (1:30):* Through Adam’s personal story, this short video depicts how wildfires can affect everyone. It focuses on why preparedness before a disaster strikes is vital and why individuals and families need to do their part.
Preparedness Resources (Cont’d)

PRINT RESOURCES

How to Prepare Guides: These hazard-specific guides provide basic information for each hazard on how to protect yourself and your property, and what steps to take now.

Prepare Your Organization Playbook: Tailored to each hazard, these guidebooks are designed to provide community leaders and employers with tools and resources to participate in America’s PrepareAthon! The guides provide suggestions on conducting a day of action by holding a preparedness discussion and simple drill. These guides also present step-by-step instructions on conducting a tabletop exercise designed to help organizations test their plans, policies, and procedures for a disaster.

10 Ways to Participate in America’s PrepareAthon! Postcard: This postcard provides a snapshot of 10 different actions you can take to prepare for emergencies and participate in America’s PrepareAthon!

10 Ways to Participate in America’s PrepareAthon! Guide: This document shares resources for 10 different actions you can take with your family, organization, and local community to prepare for emergencies and participate in America’s PrepareAthon!

Be Smart. Know Your Alerts and Warnings: This document outlines alerts, notifications, apps, and other resources available by location and by hazard.

Be Smart. Protect Your Critical Documents and Valuables: This checklist outlines documents that would be needed after a disaster.

Be Smart, Take Part. Create Your Family Emergency Communication Plan: This document outlines the steps to take to create your Family Emergency Communication Plan.

Be Smart, Take Part. Create Your Family Emergency Communication Plan Wallet Cards: These wallet-sized cards can help you collect contact information for your family and other important contacts.

Certificates of Participation: These certificates can be customized and provided to your day of action participants. (Not pictured)
These guides are available for workplaces, K–12 schools, institutions of higher education, houses of worship, and community-based organizations. They cover the following hazards: earthquakes, floods, hurricanes, tornadoes, wildfires, and winter storms.

Playbooks are designed for workplaces, K–12 schools, institutions of higher education, houses of worship, community-based organizations, local leaders, and individuals and families.

TOP: Covers of How to Prepare Guides for Earthquake, Flood, Hurricane, Tornado, Winter Storm, and Wildfire
BOTTOM: Covers of Prepare Your Organization Playbooks for Earthquake, Flood, Hurricane, Tornado, Winter Storm, and Wildfire
TOP: Cover of Be Smart, Take Part. Create Your Family Emergency Communication Plan Wallet Card; Cover of Be Smart, Know Your Alerts and Warnings; and Cover of Be Smart, Protect Your Critical Documents and Valuables
MIDDLE: Cover of Be Smart, Take Part. Create Your Family Emergency Communications Plan and Cover of 10 Ways to Participate in America’s PrepareAthon! Guide
BOTTOM: Front and back of 10 Ways to Participate in America’s PrepareAthon! Postcard
Branding Resources

America’s PrepareAthon! provides a suite of logos that provide consistency and cohesiveness among supporters for the purposes of communications and promotion.

To establish a uniform brand, the America’s PrepareAthon! logo includes standard elements that cannot be changed, such as the word PrepareAthon! For organizations that wish to customize the logo for added flexibility, there are areas to include the organization’s name and specific hazard.

The America’s PrepareAthon! Logo Usage Guidelines explain the elements of the logo, basic specifications for reproduction, and the proper use of the complete America’s PrepareAthon! logo family, which includes the national logo, the customizable logo (PrepareAthon!), the national logo with tagline, and the customizable logo with tagline. America’s PrepareAthon! logos are service marked in order to protect the credibility and integrity of the logos from any intentionally misleading purpose or misguided use.

TOP: National Tagline Logo With Grayscale, Black and White, and Reverse Options
BOTTOM: National Logo With Grayscale, Black and White, and Reverse Options
TOP: Customizable, Hazard-Specific Logos
BOTTOM: Customizable, Hazard-Specific Tagline Logos
Promotional Resources

These materials are designed to make it easy for organizations to promote their participation in America’s PrepareAthon! and to generate media interest in their activities.

DIGITAL RESOURCES

Digital Invitations: These invitations can be customized and sent through social media channels to drive awareness of relevant hazards and encourage individuals to participate in an event.

Web Badges: These badges can be displayed on a website to show support and involvement in America’s PrepareAthon! Anyone can click on the badge to go directly to www.ready.gov/prepare for more information.

Web Banners: These hazard-specific web banners can be displayed on a website to show support and involvement in America’s PrepareAthon! Anyone can click on the banner to go directly to the America’s PrepareAthon! website for more information.

Email Signature Banner: This banner can be added to email signature lines to show support and involvement in America’s PrepareAthon! Anyone can click on the email banner to go directly to the America’s PrepareAthon! website for more information.

How-To Guide: Customizing Your Promotional Materials: This document provides step-by-step instructions on how to use America’s PrepareAthon! digital media tools. (Not pictured)

Digital Shareables: This series of digital shareables can be used across social media platforms to help spread the word about your preparedness efforts and the America’s PrepareAthon! campaign. General as well as hazard-specific shareables are available to choose from.

PRINT RESOURCES

Communications Toolkit: This toolkit provides key messaging, social media tips and tools, and media planning and outreach guidelines, including fill-in-the-blank templates.

Posters: These national and hazard-specific posters are multipurpose, and many can be customized so that organizations can insert the date, time, and location of their event or activity. Posters can also be used as advertisements, flyers, or other promotional tools.
DIGITAL SHAREABLES

TOP: Earthquake Digital Shareables
MIDDLE: Flood and Wildfire Digital Shareables
BOTTOM: General Preparation Digital Shareables
GENERAL PROMOTIONAL PACKAGE

Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.
Banner/Button is available in the following dimensions: 250x250 and 120x90.
Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: National Poster and Cover of the Communications Toolkit
BOTTOM: Web Badges, Digital Invitation, and Web Banners
America's PrepareAthon! is a community-based campaign that is bringing together millions of people to practice the simple steps that will help them get and stay prepared for disasters.

Follow America's PrepareAthon! on Twitter @PrepareAthon using #PrepareAthon.

The PrepareAthon! marks are used with the permission of the U.S. Department of Homeland Security.

Join the movement. Take part in [YOUR ORGANIZATION’S] PrepareAthon! for Earthquake Safety. [Date], [Time]
[Street Address]
[City, State ZIP]

For more information about [YOUR ORGANIZATION’S] PrepareAthon!, [Insert call to action here.]

Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.
Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: Customizable Poster and National Poster
BOTTOM: Web Badges, Digital Invitation, and Web Banners
America's PrepareAthon! is a community-based campaign that is bringing together millions of people to practice the simple steps that will help them get and stay prepared for disasters. Join the movement at www.ready.gov/prepare.

America's PrepareAthon! is a community-based campaign that is bringing together millions of people to practice the simple steps that will help them get and stay prepared for disasters. Join the movement at www.ready.gov/prepare.

Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: Customizable Poster and National Poster
BOTTOM: Web Badges, Digital Invitation, and Web Banners
HURRICANE PROMOTIONAL PACKAGE

America's PrepareAthon! is a community-based campaign that is bringing together millions of people to practice the simple steps that can keep them safe and prepared for disasters. Follow America's PrepareAthon on Twitter @PrepareAthon using #PrepareAthon.

Join the movement.

Join the movement at www.ready.gov/prepare
America’s PrepareAthon is a community-based campaign that is bringing together millions of people to practice the simple steps that can keep them safe and prepared for disasters. Follow America’s PrepareAthon on Twitter @PrepareAthon using #PrepareAthon.

TOP: Customizable Poster and National Poster
BOTTOM: Web Badges, Digital Invitation, and Web Banners

Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.
Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.
America’s PrepareAthon! is a community-based campaign that is bringing together millions of people to practice the simple steps that will help them get and stay prepared for disasters. Follow America's PrepareAthon! on Twitter @PrepareAthon using #PrepareAthon.

Join the movement at www.ready.gov/prepare

Join the movement, take part in [YOUR ORGANIZATION’S] PrepareAthon! for Tornado Safety.

[YOUR ORGANIZATION’S]

[Event Date] and [Time]

TOP: Customizable Poster and National Poster

BOTTOM: Web Badges, Digital Invitation, and Web Banners

Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.
America’s PrepareAthon! is a community-based campaign that is bringing together millions of people to practice the simple steps that will help them get and stay prepared for disasters. Join the movement by taking part in [YOUR ORGANIZATION’S] PrepareAthon for Wildfire Safety.

Join the movement at www.ready.gov/prepare

[Insert call to action here.

For more information about [YOUR ORGANIZATION’S] PrepareAthon!,

Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.
Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: Customizable Poster and National Poster
BOTTOM: Web Badges, Digital Invitation, and Web Banners
America’s PrepareAthon! is a community-based campaign that is bringing together millions of people to practice the simple steps that will help them get and stay prepared for disasters. Follow America’s PrepareAthon! on Twitter @PrepareAthon using #PrepareAthon.

The PrepareAthon! marks are used with the permission of the U.S. Department of Homeland Security.

Join the movement.
Take part in [YOUR ORGANIZATION’S] PrepareAthon! for Winter Storm Safety. [Date], at [Time] [Street Address] [City], [State] [ZIP]

For more information about [YOUR ORGANIZATION’S] PrepareAthon!, [Insert call to action here.]

Web banners are available in the following dimensions: 728x90, 300x250, 160x600, and mobile: 300x50.

Web badges are available in the following dimensions: 730x730, 125x125, 200x200, 250x250, and 300x300.

TOP: Customizable Poster and National Poster
BOTTOM: Web Badges, Digital Invitation, and Web Banners