

ADGP/Disaster Responder Program

Membership Resources

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ADGP/Disaster Responder Program Communications Resources:

National Preparedness Month

**September 2024**

Disasters can strike anytime and anywhere, and in an emergency, every second counts. That’s why National Preparedness Month is recognized each September — to promote family and community disaster and emergency planning. This September, the American Red Cross encourages everyone to get their household ready in case of an emergency.

These communications materials are designed to help you highlight your Red Cross disaster relief partnership and commitment to community safety for those most important to your organization during National Preparedness Month. You can also access these previously-provided [Hurricane Preparedness](https://www.redcross.org/content/dam/redcross/donations/updates-to-adgp-$500k-membership-hub/2021/Red-Cross_Hurricane-Preparedness-2021_ADGP-DR-Comms-Resources.zip) [Communications Resources](https://www.redcross.org/content/dam/redcross/donations/updates-to-adgp-$500k-membership-hub/2022/Red-Cross_Hurricane-Preparedness_2022_ADGP-DR-Comms-Resources.zip) and/or [Wildfire Preparedness Communications Resources](https://www.redcross.org/content/dam/redcross/donations/updates-to-adgp-$500k-membership-hub/2022/RedCross_Wildfire-Preparedness-2022_ADGP-DR-Comms-Resources.zip) for more disaster-specific preparedness content.

Thank you for joining us in sharing these important messages!

**Customizable Social Content**

Encourage your followers to ​​​​​​​prepare for disasters — and take steps to help prepare their communities — using the template posts below and graphics provided in the accompanying zip drive. The posts tag the American Red Cross on X, but we encourage you to personalize these messages and tag[American Red Cross](https://www.facebook.com/redcross) on Facebook, [@RedCross](https://twitter.com/redcross)on X, [@AmericanRedCross](https://www.instagram.com/americanredcross/) on Instagram, [American Red Cross](https://www.linkedin.com/company/american-red-cross/) on LinkedIn, [@americanredcross](https://www.tiktok.com/@americanredcross?lang=en) on TikTok or @americanredcross on Threads. You may also share any relevant posts from our [national accounts](http://www.redcross.org/about-us/news-and-events/connect-with-us).

**Get Prepared:**

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| --- | --- |
| Did you know our partner, the @RedCross, responds to a disaster every 8 minutes? Emergencies can happen anytime and anywhere. Make sure you’re prepared by building your emergency kit today. ➡️ [redcross.org/prepare](http://www.redcross.org/prepare) #BeReady | A group of objects on a blue background  Description automatically generated*Emergency Kit  (also provided as vertical)* |
| People across the country are feeling the effects of the climate crisis as deadly storms, devastating floods, raging fires and extreme heat become more frequent and intense. That’s why it’s more important than ever to prepare for emergencies during #NationalPreparednessMonth. Our partner, the @RedCross, can help: [redcross.org/prepare](http://www.redcross.org/prepare) | *A poster of a global disaster  Description automatically generatedIntense Disasters  (also provided as vertical)* |
| It’s #NationalPreparednessMonth! The @RedCross has free apps to help your family be informed and get prepared if disaster strikes. 📱 Tap here to download: <http://rdcrss.org/apps> #BeReady | *Emergency App  (also provided as vertical)* |

**Preparing Your Community:**

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| --- | --- |
| As the climate crises worsens, our partner, the @RedCross, is increasing its capacity to respond to non-stop disasters. You can help by becoming a disaster volunteer: <https://rdcrss.org/3gsgU6C> | *Disaster Volunteers*  *(also provided as vertical)* |
| **@RedCross** volunteers **play several critical roles in their local communities, including providing aid after disasters and supporting blood drives. See the most-needed volunteer opportunities here:** <https://rdcrss.org/3gsgU6C> | *You Can Help*  *(also provided as horizontal)* |
| Every 2 seconds, someone in the U.S. needs blood. It’s the blood already on the shelves that helps to save lives in an emergency. To help your community be prepared, make an appointment **to donate blood or platelets** with our partner, the @RedCross: [rcblood.org/appt](http://www.rcblood.org/appt) | *Blood Donations*  *(also provided as horizontal)* |

**Customizable Intranet/Employee Email Content**

**September is National Preparedness Month! Get Prepared Today.**

In an emergency, every second counts — that’s why it’s essential to be prepared. This is true now more than ever as disasters are becoming more frequent and intense. This summer, Hurricane Beryl broke records as earliest Category 5 hurricane ever recorded, Hurricane Storm Debby brought massive flooding to the East Coast and wildfires are currently burning in the west.

At COMPANY, we are strongly committed to protecting the communities in which we live and work. As a proud member of the American Red Cross Annual Disaster Giving Program (ADGP)/Disaster Responder Program since DATE, COMPANY makes an annual contribution to the Red Cross to support disaster relief and emergency preparedness year-round.

Together with partners, the Red Cross stands ready to bring help and hope in times of dire need. And it’s critical that communities and families are prepared to face unexpected crises as well.

**Our friends at the Red Cross recommend preparing for disasters by making a plan to stay safe, gathering important supplies and knowing how you’ll stay connected.**

* Depending on the emergency, you may need to stay where you are or go somewhere else to stay safe. If you must evacuate, think about where you will go, how you will get there, where you will stay and what you’ll take with you.
* Next, gather and organize critical supplies — like food, water and medicine — into a go-kit and a stay- at-home kit.
* Your go-kit should include three days of supplies that you can take with you. Your stay-at-home kit should have two weeks of food and water, and a one-month supply of medications, if possible. Customize your kit based on your family’s needs.
* Finally, make a plan to reconnect with loved ones if you are separated or if the phone or internet is down.

Don’t forget to download the [Red Cross Emergency App](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/mobile-apps.html) for preparedness tips, weather alerts and open shelter location. For more information, visit redcross.org.