Unit 3: Promoting Your Program

CERT Program Manager

Unit Objectives

- At the conclusion of this unit, participants will be able to describe the purposes and strategies for promoting a local CERT program:

  – Explain expected outcomes for program promotion

  – Identify community organizations to target for partnership

PM 3-1

- At the conclusion of this unit, participants will be able to:

  – Explain how the process of goal setting is linked to program promotion

  – Articulate CERT core messages to include in program promotion

  – Identify techniques for promoting a program to various audiences

Unit Topics

- Why we promote and to whom we promote

- The importance of partnerships

- Program promotion and goal setting

- How to initiate and foster partnerships

- The promotional message

- Top priority for Program Managers

Why Promote?

- Why is it important to promote your CERT program?
  - To get program started
  - To get volunteers
  - To keep program visible
  - To gain support from public
  - To gain support from potential sponsors
  - To gain support from community officials
  - To gain support from professional responders
  - To educate about need for preparedness

PM 3-2

CERT Stakeholders

- Every community member is a stakeholder
- CERT program needs support of stakeholders to succeed
- Support may be passive or active

Why Promote?

- What benefits could the CERT program have for key stakeholders and the community?

  - Supports emergency management and its agencies

  - Expands emergency response capability of community

  - Is reliable resource for emergency responders in non-emergency situations

  - Expands home and workplace preparedness

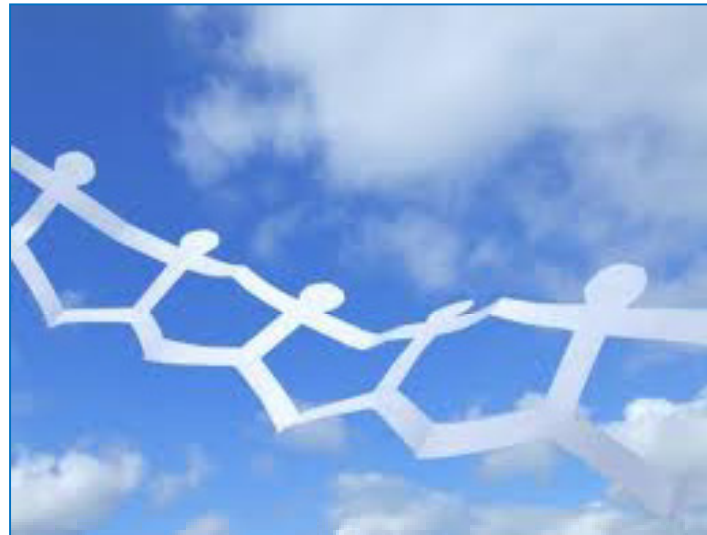 - Increases neighborhood and workplace involvement with public safety

PM 3-3

Importance of Partnerships

- Partners are stakeholders who see usefulness of having more active relationship with CERT program

- Partnerships are essential in starting and sustaining CERT program

What Do You Think?

- Think about list of benefits that CERT program can bring to stakeholders

- Who might your CERT program want as partners?

- What will the partnership with these groups bring to CERT?

Draft Program Plan:

Identify Potential Partners

The Overlap

- Overlap between setting your program's vision and stakeholders/partners
  - CERT program has vision and initial goals
  - CERT program approaches potential partner to explain how new community resource (CERT) could help partner
  - CERT program asks for input and incorporates input into developing final program goals

- Process results in stronger support for CERT program

Levels of Partners

- For some partners program promotion and goal setting are tied together
- For other partners, CERT program sets goals first and then promotes program

They know you. Now, build the relationship.

Program Partners

- For which stakeholders/partners are goal setting and promotion tied together?
  - Tied together for those whose approval is critical to program's existence

Program Partners (cont'd)

- For which stakeholders/partners do you set the program goals first and then do program promotion?

  – Separate for program volunteers and those who are peripherally involved in program

Draft Program Plan:

Program Partners and Goal Setting

Create Partnerships

- Recruiting partners is like assembling a successful team
  - Takes thoughtful planning
- Program Managers probably will have only one opportunity to introduce CERT to many potential partners
- Make sure your approach is well planned

PM 3-7

1. Create Program Description
2. Develop plan for approaching each partner
3. Schedule one-on-one meetings
4. Maintain contact
5. Constantly be alert for new partners

#1 Create Program Description

- Even before Program Manager approaches potential partner, CERT program must be very clear on what program is about and what it will do

- Best way is by developing program description

  – Also called "white paper"

- Program description presents overall approach to program

Program Description Development

- Develop draft program description first

- Refine paper after receiving input from partners

- Use information in final program description as you promote your program

PM 3-10

- Give careful thought to how you will approach each partner that you have targeted for participation

PM 3-10

- Prepare for a meeting with each potential partner
  - Research the organization
  - Identify how you can help each other
  - Develop talking points

Develop a Plan Checklist

- Be on time

- Be well prepared

- Be clear and concise

- Make sure to listen as well as talk

- End meeting on time

- Follow up meeting with letter
  - Thanks person you met with
  - Briefly repeats your key points
  - Indicates when you will contact them again

#4 Maintain Contact

- Have regular communication with organization's contact

- Make it win-win relationship
  - Promote your partners as you promote CERT program
  - Offer services to partner
  - Make it easy to do business with CERT program

#5 Watch for New Partners

- Job of recruiting partners is ongoing
  - Keep notes of contacts you make and possible resources they can provide
  - Encourage partners to identify others who can contribute to CERT program

PM 3-16

Key Messages

- What are the key messages and values of the CERT Program?
  - Safety, safety, safety; "safety first"
  - Teamwork
  - Community members helping each other in the neighborhood, workplace, school, etc.
  - Valuing volunteers and CERT as an asset to the community
  - Preparedness

Key Messages (cont'd)

- What are the key messages and values of the CERT Program? (cont'd)
  - Importance of each individual's contribution
  - Practice, practice, practice
  - Self-sufficiency and problem-solving, rather than the victim role
  - Leadership
  - Ability to do the greatest good for the greatest number in the shortest amount of time

Which Message Is Right?

- Needs of target audience dictate:
  - What promotional message CERT program uses
  - How that message is communicated

Promoting the CERT Program

Draft Program Plan:

Promoting to Target Audiences

Unit Summary

- Why We Promote and To Whom We Promote

- The Importance of Partnerships

- Program Promotion and Goal Setting

- How to Initiate and Foster Partnerships

- The Promotional Message