

National Partnership-Ready Campaign

Summary

Our primary partnership is with the Ad Council on the formation of the Campaign's PSAs. We also work in conjunction with many state and local Ready preparedness campaigns.

Background

The Ready Campaign conducts recruitment annually for National Preparedness Month. This establishes contacts with over 3,000 businesses, state and local governments, and community based organizations. We manage various key events throughout the year but specifically during National Preparedness Month we hold keystone events that bring individual, business and community preparedness to the forefront.

Goals and Objectives

To utilize public private partnerships to get individuals and small to medium organizations involved in and ultimately to increase the level of basic preparedness across the nation.

Description

A large portion of the Ready audiences is related to businesses and NGOs. One of the main operational principles within the Campaign is to effectively utilize force multipliers as message bearers and recruiters to encourage action. Not only does Ready use messaging to capitalize on citizen and community participation we also rely heavily on our relationships we have with the National Preparedness Directorate and Citizens Corp for individual involvement and coordination.

Requirements for Success

Funding, effective message delivery and force-multiplier coordination and outreach

Resources

Ready campaign has the following resources available through its resources to help prepare for, respond to, and recover from disasters; web resources; grants; and tools and templates.

Training and Exercises

Ready campaign participates in joint training and exercises with the public and private sectors.

Communication Tools

Ready campaign uses the following methods of communication—email alerts; in-person meetings; conferences and other events; teleconferences; website; media outreach; and public service announcements.

Links

<http://www.ready.gov/>

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Contact Information

Darryl Madden
Director, The Ready Campaign
Darryl.Madden@dhs.gov

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