

# Community Outreach Ideas



Holding an event is a great way to promote the message of emergency preparedness. It gives you an opportunity to meet residents in your area, promote your message and distribute information, plus an opportunity for media coverage.

Here are some ideas for events that tie into seasonal messages or reach target audiences. You can find resources and messaging to support these events. In addition, [www.Ready.gov](http://www.Ready.gov) has an online [community calendar](#) for preparedness events, which is a great way to promote your event and get more ideas.

**Preparedness Fair** – the classic outreach event is a great chance to bring together various emergency organizations in your area, from the fire department to local hospitals to business leaders, to educate the community. You’ll want as much spectacle as possible, whether it’s a fire truck or an attractive banner. Activities are also a great idea, from simple things like balloons and face painting to more advanced stuff like CPR training and blood pressure checks.

**Build a Kit** – Build a kit events are a great outreach idea for kids groups, such as a local school, summer camps or scouting groups. Gather a group of children and take them through the process of creating a Ready kit, then encourage them to do it at home. Create some activities around the kit, such as a scavenger hunt for items or a drawing contest, to make it fun.

**Corporate Workshop** – Arrange a workshop or seminar with a business group in your area, such as a Rotary club or chamber of commerce. Business continuity is a great message for events like this, and the *Ready Georgia* online toolkit features a slideshow with statistics to help.

**Targeted Audience Outreach** – Certain groups are more at-risk or overlooked than others, such as caregivers, older Georgians and those with special needs. Visiting groups that target these individuals, such as retirement communities, senior citizens groups and special needs organizations is a great way to reach out to this important demographic.

## Seasonal Tie-Ins

Here are some observances to keep in mind when considering the timing of your events. They may help you target specific groups or messages.

- **February:** Boy Scout Anniversary Week
- **March:** National Girl Scout Week  
Business Continuity Awareness Week
- **May:** Older Americans Month
- **June:** Deaf-Blind Awareness Week
- **August:** National Safe at Home Week
- **September:** National Preparedness Month
- **October:** National Safe Schools Week  
National Animal Safety and Protection Month
- **November:** National Family Caregivers Month