

National Preparedness Month

Preparedness Starts At Home



National Preparedness Month

Partner Toolkit

September 2025



FEMA

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1. How to use this toolkit

This preparedness toolkit contains messages and graphics you can share with family, friends, members of your community and other people in your social circles on your social media channels, in emails, newsletters and more. You can either copy the messages directly or customize them.

1.1. Best Practices

- We all have social circles: our families, friends, neighbors and beyond. We want the best for these people we care about, including making sure they stay safe and know what to do if an emergency or disaster happens. As a trusted messenger within your social circle, we suggest you follow these best practices to maintain trust and reach a large audience:
 - Share from Verified Sources – Only distribute information from official government agencies (e.g., FEMA, the National Weather Service, your state’s emergency management office, local authorities) and trusted organizations (e.g., American Red Cross).
 - Repost, Don’t Rewrite – If possible, share official messages directly by reposting or linking to the original source. This reduces the risk of misinterpretation or miscommunication.
 - Use Clear, Concise Language – When trying to get people to act and stay safe, they need information that is easy to understand. Avoid technical jargon and provide actionable steps.
 - Update Regularly – Information is updated rapidly before and during disasters. Forecasts can evolve quickly, and even small changes can increase the hazards people may face. Provide updates as new details become available and clarify outdated guidance.

Official FEMA Social Media Accounts

Note: FEMA Regions have their own social media accounts, as do states and many Tribal Nations.



[FEMA's Facebook page](#) | [FEMA en Español](#) | [Ready](#)



[FEMA on X](#) | [FEMA Español](#) | [Ready](#)



[FEMA's YouTube Channel](#)



[FEMA on Instagram](#)
[Ready on Instagram](#)



[FEMA on LinkedIn](#)

2. National Preparedness Month

National Preparedness Month, observed each September, was established by FEMA in 2004 to encourage Americans to prepare for emergencies and disasters.

Managed by FEMA's Ready Campaign, the resources and information shared during National Preparedness Month can be used by anyone at any time to get prepared for whatever may come their way. The Ready Campaign aims to ensure all our friends and neighbors have the tools they need to prepare for disasters and build resilience before disaster strikes.

2.1. National Preparedness Month 2025 Theme

This year's National Preparedness Month theme is **Preparedness Starts at Home**. We are asking people to take four key actions to prepare for any disaster they may face:

- Know the different types of emergencies that could happen and appropriate responses to stay safe.
- Make a family emergency plan.
- Build an emergency supply kit.
- Get involved in their community by taking action to prepare for emergencies.

2.2. National Preparedness Month 2025 Theme Messages to Share

Feel free to customize these messages and scenarios to fit your needs.

- National Preparedness Month is a great time to take small steps to make a big difference in being prepared. Getting yourself, your family and your home ready for emergencies like home fires, power outages and local floods means you're more prepared for disasters like wildfires, flash flooding, hurricanes and more.
- We all have responsibilities for our families, pets, neighbors and communities. By taking steps now, you can be in control of both your safety and those you care about before, during and after a disaster. Think about what you'll need and how the people in your social circles can help each other. A great place to start is by knowing the risks where you are. Then, make a plan and build an emergency supply kit to help keep yourself and those you love safe and comfortable during and after a disaster. Finally, get involved by keeping up to date with your community's emergency and disaster plan and working with neighbors to prepare.
- When making your plans, make sure you consider any unique needs of those you care for, whether it be medical conditions, loved ones with [disabilities](#), your [pets](#), and any neighbors who might need help getting prepared.

The following prompts can be a great way to start a discussion on preparedness.

You may think of incidents like hurricanes or wildfires as the only disasters that affect you, your family and your community. However, people across the nation face smaller, local emergencies every day. Would you know what to do in these situations?

- It's a hot summer day, and you're outside with your family at a local park enjoying a picnic. Looking around, you notice a wall of dark clouds to the west.
- It's 2 a.m. and your family is sleeping. The smoke detector goes off; its shrill beeping fills the night air.
- It's January and the weather has been especially cold. The local television station weather report is calling for a blizzard tomorrow.
- A severe summer storm knocked out your power two hours ago. You have young children and pets, and the house is getting uncomfortably hot.
- Your community is experiencing a storm with hours of heavy rain. The creek in your neighborhood is rising fast.

Now what?

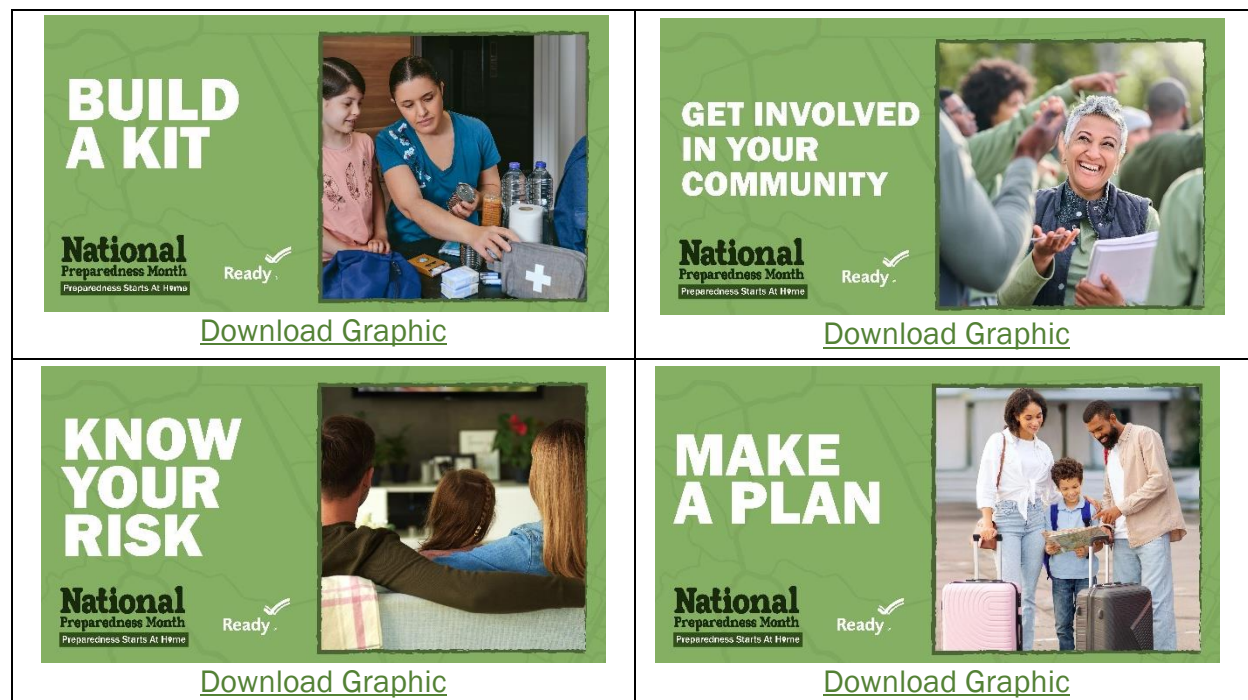
You may not know when disaster will strike, but you can keep your family safe by preparing today. Taking steps in advance can help you and your family prevent injury and stay safe and comfortable. It can also help you prevent damage to your belongings and home. Visit [Ready.gov](https://www.ready.gov) to learn how to stay safe before, during and after an emergency or disaster strikes.

Being prepared does not require special skills or expensive supplies. In fact, taking time to prepare now can help save you thousands of dollars and give you peace of mind when the next disaster or emergency occurs. Visit [Ready.gov/low-and-no-cost](https://www.ready.gov/low-and-no-cost) for tips to help you get ready, no matter what your budget may be.

2.3. National Preparedness Month Graphics to Share

Feel free to share these graphics on your social media, in newsletters and more!





3. Getting Back to Basics

Emergencies and disasters happen every day – but there are things you can do and protect yourself, your family and your home. These four steps can help anyone get more prepared for whatever comes their way.

- Know your emergency or disaster risk
- Plan what to do, and where and when to go
- Have what you need to stay safe
- Get involved

3.1. Messages and Graphics to Share

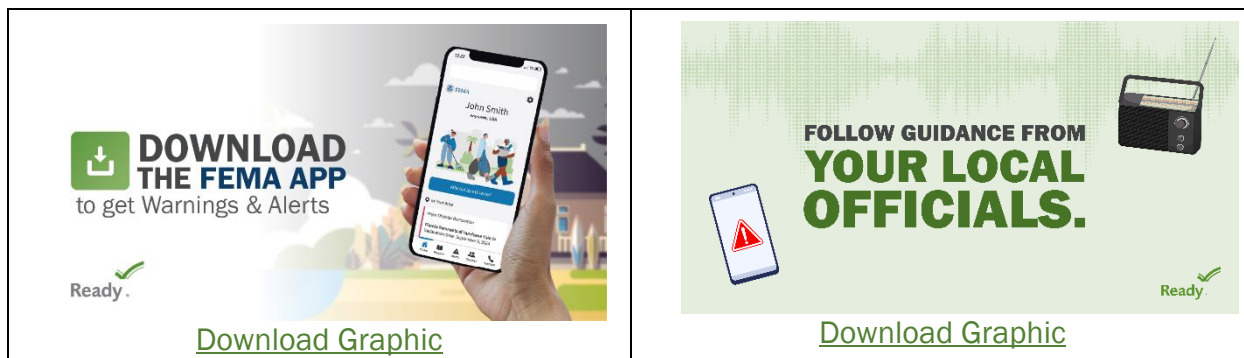
Use these messages and graphics related to each of the four steps on your social media, in newsletters or during presentations. We encourage you to customize the messages to meet your needs!

Want more graphics or messaging ideas? Visit [Ready.gov](https://www.ready.gov) and check out our [social media toolkits](#) customized for a variety of disasters. In addition to sample social media text, the toolkits contain links to free, downloadable graphics you can use.

3.1.1. KNOW YOUR EMERGENCY OR DISASTER RISK

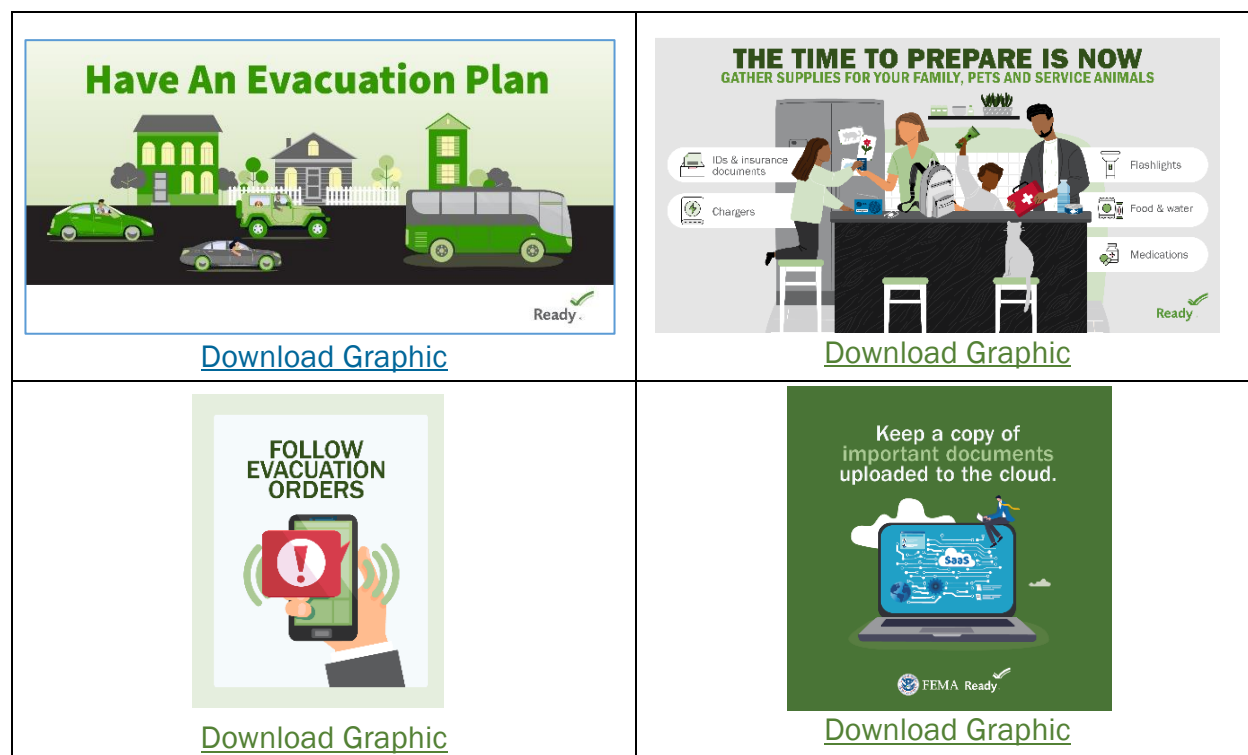
- The first step to preparing is to know what could happen where you and your family live. This will help you understand the steps you can take to make sure you have what you need to stay safe.

- While floods, home fires, and power outages can happen anywhere, other disasters like hurricanes, earthquakes, snowstorms and tornados are more common in certain parts of the country.
- When emergencies strike, public safety officials use timely and reliable systems to alert you. Make sure you have [multiple ways to get alerts](#), including [Wireless Emergency Alerts \(WEAs\)](#) on your mobile device, through the free [FEMA App](#) and by having a [NOAA Weather Radio](#) on hand.



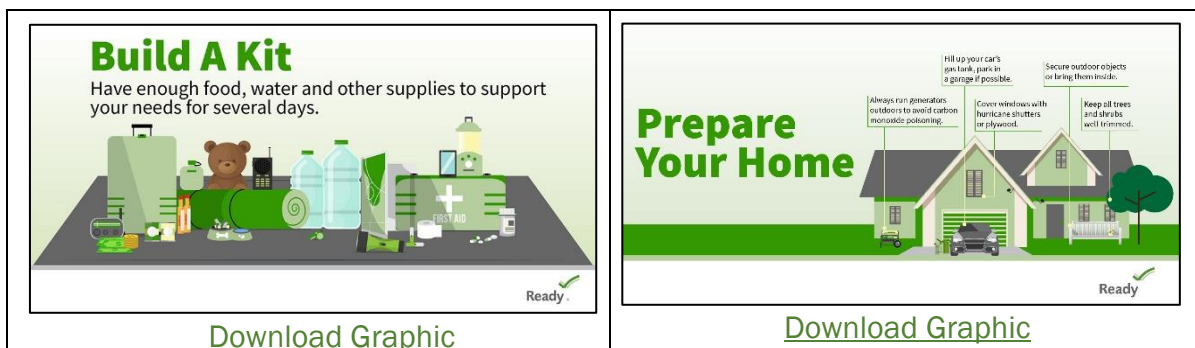
3.1.2. PLAN WHAT TO DO, AND WHERE AND WHEN TO GO

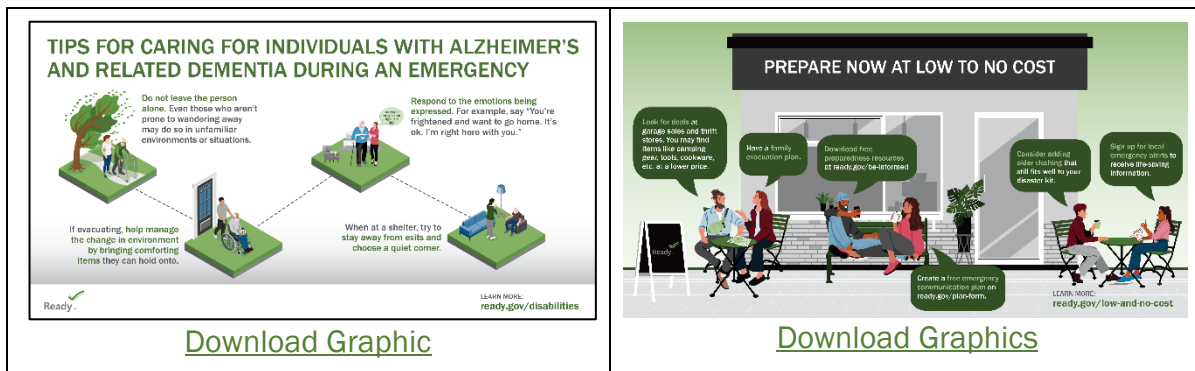
- Knowing what to do before an emergency or disaster strikes can reduce stress and save both time and money. Don't wait until the last minute to plan decide what to do to keep yourself and your family safe.
- Your family may not be together when an emergency or disaster strikes. Completing a [family emergency plan](#) can help you keep track of important information like your family's doctors or medical providers, insurance information and contact information to help you stay connected when an emergency or disaster strikes.
- Knowing where you can go before something happens can save time and keep your family safe. Sometimes it's best to stay home, but going to a different place may be the best way to stay safe. This could be a friend or relative's house, or a community shelter in your neighborhood. Pay attention to directions from your local police, fire department or elected officials if you are told to [evacuate](#).
- Did you know you could have fewer than two minutes to escape a home fire once the smoke alarm sounds? That's why it's so important to make and practice a fire escape plan with everyone in your household. Check out these tips from FEMA's U.S. Fire Administration for more ways to stay safe from a home fire: [USFA.fema.gov](#).
- Having important documents at your fingertips can help you recover faster after a disaster. Consider uploading important documents such as insurance policies, rental agreements or mortgage statements, driver's licenses and medical records and banking information to a secure, password-protected external drive or in the cloud. Visit [CISA.gov](#) for steps you can take to keep yourself and your information safe online.
- Your pets are like family, so it's important you have a disaster plan for them. This includes knowing a safe place you can take them when disaster strikes, having your pet microchipped with up-to-date contact information and making a kit that includes items like food, water, leashes and any medication they take. Visit [Ready.gov/Pets](#) to learn more!



3.1.3. HAVE WHAT YOU NEED TO STAY SAFE

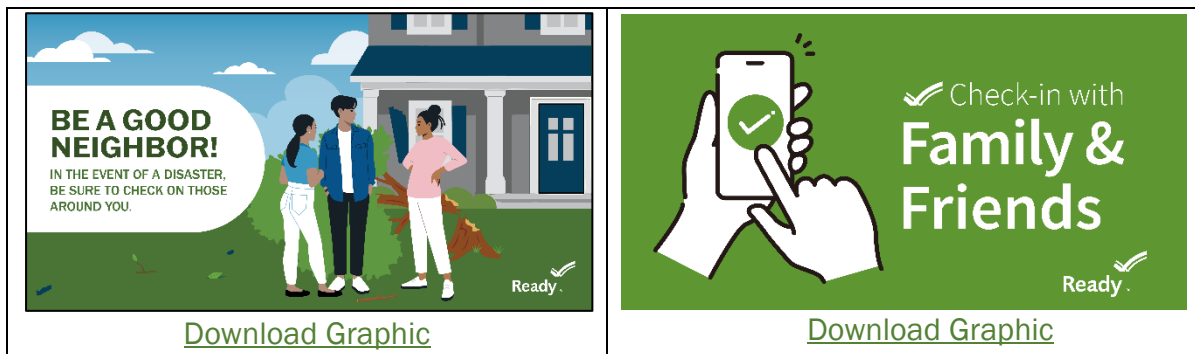
- Think about what you and the people in your home need to do every day. Having enough food, water and medicine can help you to stay safe and comfortable until help arrives. Having what you need can prevent injury, help you stay safe and comfortable, and prevent damage to your home.
- Visit [Ready.gov/kit](https://www.ready.gov/kit) for a list of basic supplies you can keep in your home and car to stay safe and comfortable when an emergency or disaster happens.
- Build a go-bag with all the essentials you might need, so you don't need to scramble in an evacuation situation. Find a list of supplies at [Build A Kit](#).
- Disasters are costly but preparing for them doesn't have to be. In fact, taking time to prepare now can help save you thousands of dollars and give you peace of mind when the next disaster or emergency occurs. Visit [Ready.gov/low-and-no-cost](https://www.ready.gov/low-and-no-cost) for tips you can use to be better prepared.





3.1.4. GET INVOLVED

- Emergencies can happen fast, and emergency responders aren't always nearby. You may be able to save a life by taking simple actions immediately. You can take a first aid class through organizations like the American Red Cross, local government groups, or places like the YMCA. Some programs are more expensive than others, so make sure you read course information carefully.
- Join a Community Emergency Response Team (CERT) program and get trained on basic disaster response skills, such as fire safety, light search and rescue, team organization, and disaster medical operations.
- Take a free online independent study course through [FEMA's Emergency Management Institute](#) or a [CPR course through the American Red Cross](#) and gain more knowledge to help your community become more prepared.



Sample Social Media Text

Use these messages and graphics on your social media during National Preparedness Month and beyond. We encourage you to customize the messages to meet your needs! Use the hashtag #PreparednessStartsAtHome to help spread the word.

- Does your family know what to do when a disaster strikes? Readiness starts at home. Create an emergency plan today:
 - Establish meeting points
 - Assign responsibilities
 - Practice evacuation routes

- Create a communication plan
- Different seasons bring different challenges. As we enter hurricane season, make sure you're ready with a checklist of disaster supplies. What's on your list? #PreparednessStartsAtHome
- When the lights go out, will you be ready? Readiness starts at home with these power outage essentials:
 - Battery-powered radio
 - Flashlights and extra batteries
 - Portable charger for phones
 - Non-perishable foods
- Today's Prep Tip: Keep emergency contact cards in everyone's wallet and backpack. Include an out of state contact - often easier to reach during local emergencies. #PreparednessStartsAtHome
- #DYK: Many emergency rooms see surges in preventable injuries after disasters? Readiness starts with a well-stocked first aid kit and basic medical training. #PreparednessStartsAtHome
- Battery Check Day! Replace smoke detectors, check flashlights, rotate portable chargers. Small actions = BIG preparedness. #PreparednessStartsAtHome
- What's in your car kit? Readiness starts with you but extends everywhere you go!
- Your furry family members need their own emergency kits. Readiness starts at home for EVERY member of your household. Include:
 - 7-day food and water supply
 - Medications and medical records
 - First aid supplies
 - Collar with a tag harness and leash
- If you stay ready, you don't have to get ready. Find your local @NWS office <https://www.weather.gov/> to receive the latest updates before, during, and after hazardous weather. #PreparednessStartsAtHome

Thank You!

FEMA understands that preparedness is a shared responsibility, and we all have a role to play. With your help spreading this information, you can help yourself, your family and your community be more resilient to any emergency or disaster they may face.