

## Prep Step Communications Kit

Thank you for supporting Save the Children's Prep Step! With your help we hope to celebrate National Preparedness Month (September) by getting as many children as possible dancing, having fun, and learning about disaster preparedness. This Prep Step Communications Kit provides sample language for newsletters, internal communications, and social media. You can directly use the samples below or modify them to meet the needs of your audience. We appreciate your help in spreading the word and engaging your networks as we seek to boost home and family preparedness in the U.S.!

Now let's do (and share) the Prep Step!

### Newsletter Feature

Sample text that can be modified to meet the needs of your communication streams.

#### **This September, Do the Prep Step!**

Celebrate National Preparedness Month with **"The Prep Step!"** – a fun song and dance teaches kids the basics of emergency preparedness – and keeps them grooving and moving during break time, afterschool or at home.

Less than half of American families have an emergency plan, but children can be powerful change agents in leading the movement (literally and figuratively) towards preparedness.

Join 50,000+ children across the U.S. in learning the importance of knowing ICE contacts, making a plan, and packing a go-bag. Supplement messages with free turnkey Prep Step lessons and send-home family resources as desired to meet the needs of your program. It's really that easy. Learn more and register your dance party at: [www.SavetheChildren.org/PrepStep](http://www.SavetheChildren.org/PrepStep)

### Newsletter Blurbs

Sample blurbs that can be modified to meet the needs of your communication streams. Pick those which work best for you.

#### **Join the Movement: Do the Prep Step!**

Celebrate National Preparedness Month (September) with **"The Prep Step!"** – a fun song and dance teaches kids the basics of emergency preparedness – and keeps them grooving and moving during break time, afterschool or at home. Join 50,000+ children across the U.S. in learning the importance of knowing ICE contacts, making a plan, and packing a go-bag. Learn more and register at: [www.SavetheChildren.org/PrepStep](http://www.SavetheChildren.org/PrepStep)

## Preparedness in 90 Seconds: Do the Prep Step!

Celebrate National Preparedness Month with **“The Prep Step!”** A simple song and dance teaches kids the basics of emergency preparedness – and keeps them grooving and moving during break time, afterschool or at home. Join 50,000+ children across the U.S. in learning the importance of knowing ICE contacts, making a plan, and packing a go-bag. Learn more and register at: [www.SavetheChildren.org/PrepStep](http://www.SavetheChildren.org/PrepStep)

## Celebrate America’s PrepareAthon with the Prep Step

This September, join the dance party. **“The Prep Step!”** is a fun song and dance teaches kids the basics of emergency preparedness – and keeps them grooving and moving during break time, afterschool or at home. Join 50,000+ children across the U.S. in learning the importance of knowing ICE contacts, making a plan, and packing a go-bag. Learn more and register at: [www.SavetheChildren.org/PrepStep](http://www.SavetheChildren.org/PrepStep)

## Internal Newsletter Template

For organizations promoting the campaign within their programs.

Dear [NAME],

September is National Preparedness Month and, YOUR ORGANIZATION is teaming up with [Save the Children](http://www.SavetheChildren.org) to celebrate with **“The Prep Step!”** –a fun song and dance teaches kids the basics of emergency preparedness – and keeps them grooving and moving.

Less than half of American families have an emergency plan, but children can be powerful change agents in leading the movement (literally and figuratively) towards preparedness. The Prep Step makes getting ready fun and packs a powerful punch of preparedness learning in just 90 seconds so you can fit it in easily to your schedule or daily activity break.

YOUR ORGANIZATION is proud to join 50,000+ children across the U.S. in learning the importance of knowing ICE contacts, making a plan, and packing a go-bag. Save the Children has also developed free turnkey Prep Step lessons and send-home family resources that supplement song messages and can spark action at home.

Now, go to [www.SavetheChildren.org/PrepStep](http://www.SavetheChildren.org/PrepStep)

1. Register.
2. Dance.
3. Have Fun.

It’s really that easy. Thanks for your partnership in keeping children safe every day and in emergencies!



Have a Happy Preparedness Month!

[Signature]

## Social Media

Use our sample messages or create your own.

### The Basics

Hashtags: #PrepStep, #GetReady, #PrepareAthon

Handle: @SavetheChildren (Tag us so we can share what you've done!)

Vanity URL: SavetheChildren.org/PrepStep

Prep Step Landing Page (and Registration): <http://bit.ly/IZHdILG>

Prep Step YouTube Video: <http://bit.ly/296pUAI>

Prep Step Dance Instruction YouTube Video: <http://bit.ly/2aKaPkE>

### Sample Messages

#### Share the Video

##### Facebook

This September we're getting ready for emergencies with @SavetheChildren's #PrepStep –a fun song and dance that teaches children preparedness basics and keeps them moving and grooving. Join us and the 50,000+ kids to Get Ready, Get Safe! <http://bit.ly/296pUAI>

##### Twitter

September is Emergency Prep Month. Join us and get ready to celebrate with @SavetheChildren's #PrepStep dance: [bit.ly/296pUAI](http://bit.ly/296pUAI)

#### Encourage Engagement

##### Facebook

Less than half of U.S. families have an emergency plan. Let's dance those worries away. Do the #PrepStep- a fun song and dance that teaches children preparedness basics and can inspire families to action. Join the dance party: <http://bit.ly/IZHdILG>

If you have 90 seconds, you have time to prepare children for emergencies with @SavetheChildren's #PrepStep dance. Join the movement now! <http://bit.ly/IZHdILG>

##### Twitter



Do the #PrepStep. Emergency preparedness has never been this fun. Join @SavetheChildren's danceparty here: <http://bit.ly/1ZHdILG>

## Share Your Activity

### Facebook

We're getting ready for disasters with @SavetheChildren's #PrepStep dance! Join us! [Insert photo or video]

It's a preparedness dance party! We're getting ready for emergencies with @SavetheChildren's #PrepStep. What's your Prep Step Move? [Insert photo or video]

### Twitter

We're getting ready for emergencies with @SavetheChildren's #PrepStep. Join the dance party! [Insert Photo or video.]

Check out our #PrepStep moves! We love getting ready for disaster with this fun dance from @SavetheChildren [Insert photo or video]

## Celebrating Preparedness Month/PrepareAthon!

### Facebook

Celebrate America's #PrepareAthon with @SavetheChildren's **#PrepStep** -a fun song and dance teaches kids the basics of emergency preparedness. Join the dance party now: <http://bit.ly/1ZHdILG>

We're celebrating Preparedness Month with a @SavetheChildren's #PrepStep dance! You can too! <http://bit.ly/1ZHdILG>

Did you know September is National Preparedness Month? We're celebrating with the #PrepStep Dance! You can too! <http://bit.ly/1ZHdILG>

### Twitter

Help children prepare for disasters in 90 secs! Do the #PrepStep and join our #PrepareAthon dance party! <http://bit.ly/296pUA1>

We're celebrating Preparedness Month with a @SavetheChildren's #PrepStep dance! You can too! <http://bit.ly/1ZHdILG>

Did you know September is National Preparedness Month? We're celebrating with the #PrepStep Dance! You can too! <http://bit.ly/1ZHdILG>

