

Every emergency manager wants to avoid a situation where an individual doesn't receive an emergency alert and ends up in an avoidable dangerous situation. Utilize the below checklist of best practices to ensure residents and commuters sign up for emergency notifications.



Internal Education

Before your public launch, ensure your internal staff is aware of your new Alert system and have signed up. Internal education is a great way to test messaging and the registration process.



Press Launch

Issue a press release and host a press conference about your Alert system that encourages residents to sign up for free. Highlight the benefits of signing up and make it clear how the alerts will be used and how often they will be sent.



Online Promotion

Leverage any existing online presence with Alert promotion. This can be easily done with website web badges, social media graphics, and banner advertising.



Electronic Communication

Send an email blast with a clear call-to-action to sign up for your Alert system. Provide text and an image to be included in any electronic newsletters being distributed. The beauty of electronic communications is that signing up for Alerts is only 1 click away.



Develop Community Partnerships

Any community facing event is an opportunity to promote and drive Alert registrations. Work with local business and nonprofits to provide them content and materials to promote sign ups.



Printed Materials, Direct Mail Campaigns, Bill Inserts

Printed flyers and brochures are great to hand out or send through the mail. Whether you send targeted letters to residents or insert letters into existing utility bills, these targeted print campaigns have large impact.



Pre and Post Storm Education

Issue a press release before and after a weather emergency or disasters urging residents to stay informed and to opt-in to receive public safety information.