

# A Playbook for MRC Leaders during National Preparedness Month



# Topics to cover

- Planning Your Preparedness Month Strategy
  - Goals/Themes
  - Timeline and Planning Phases
- Community Engagement
  - Training and Readiness
- Recruitment Tactics for MRC
- Building a Social Media Campaign
- Campaign Success Metrics
- Internal Preparedness

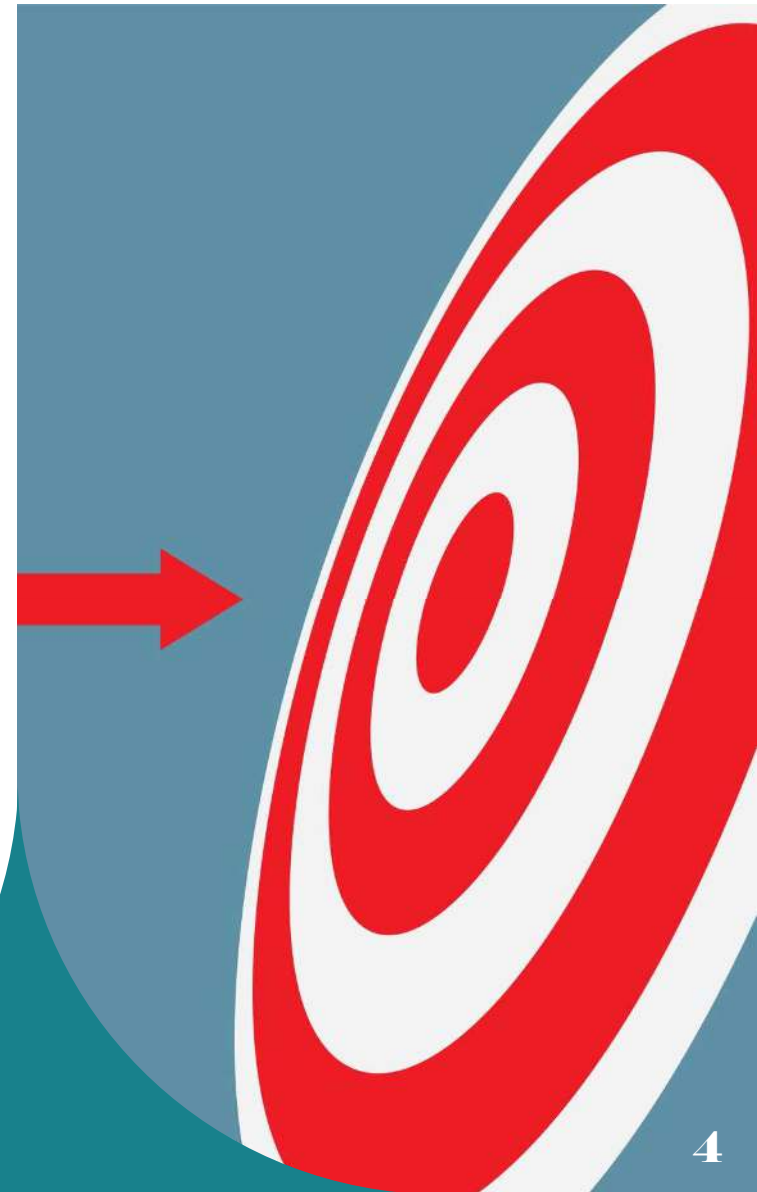




# **Planning Your Preparedness Month Strategy**

# Goals/Themes

- Defining clear goals for this is very important
  - Define your Focus Area(s) (remember you *cannot* do it all)
  - Make them SMART goals
  - Involve your team and/or volunteers
  - Track your progress
- Consider looking to see what is out there for best practices
  - Align with national themes
  - Pick a theme of your own



# Timeline/Phases

| Phase               | Dates            | Key Actions                                                     |
|---------------------|------------------|-----------------------------------------------------------------|
| Pre-Launch          | June-August      | Develop campaign materials, identify partners, train leaders    |
| Launch              | September        | Host events, engage media, activate social channels             |
| Post-Month Momentum | October-November | Follow up with leads, onboard new volunteers, evaluate campaign |

# Messaging and Themes

Emphasize public service and readiness.

- “Be Ready to Serve. Be Ready to Respond.”
- “Preparedness Needs You. Join the Medical Reserve Corps.”
- “You don’t have to be a healthcare worker to make a difference.”

Look at national or state weekly themes

- Target Audiences

- Retired healthcare professionals
- Students in medicine, nursing, pharmacy, or public health
- Community-minded residents
- Local businesses and faith-based organizations



# Community Engagement

# What is it?



CONNECTING  
WITH THE PUBLIC



BUILDING  
PARTNERSHIPS



EMPOWERING  
VOLUNTEERS



PROMOTING  
EQUITY



CREATING  
VISIBILITY

# Why it matters



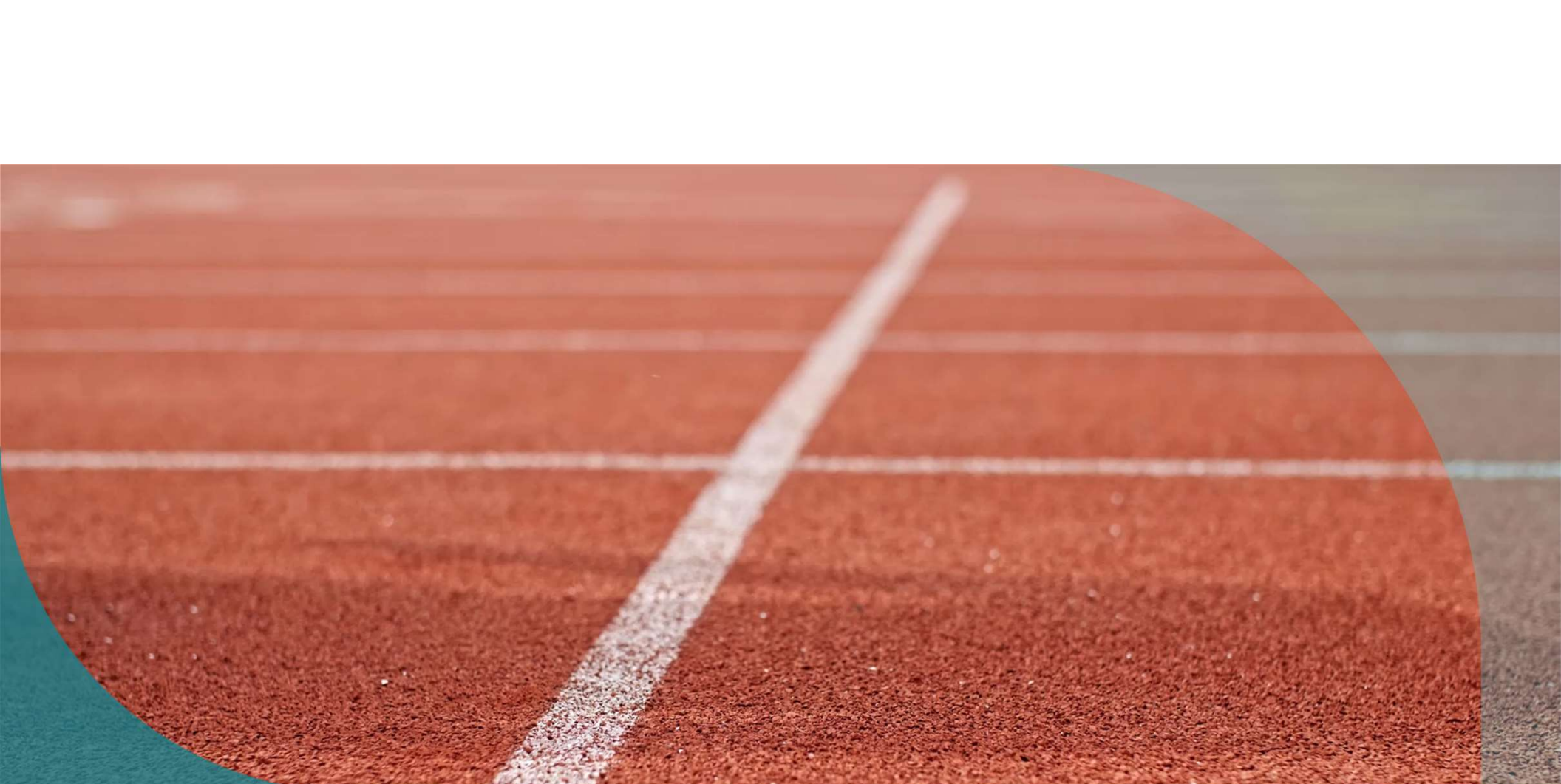
BOOSTS  
PREPAREDNESS



STRENGTHENS  
VOLUNTEER RETENTION



ENHANCES PUBLIC  
HEALTH



# Training and Readiness



# What is the Why?

Builds  
Lifesaving  
Skills

Clarifies  
Roles

Boosts  
Confidence

Prepares for  
the  
Unexpected

Strengthens  
Community  
Resilience

Supports  
Vulnerable  
Populations

# How do YOU fit in?

1

Offer targeted trainings

- Use MRC-Train to your benefit!

2

Run Drills and Exercises

- Use pre-established tabletops/drills with your volunteers and get them excited!

3

Update your plans

- Consider updates to your plans (that may not have been touched in a while *\*blows off dust\**)
- Consider tiers to your team for activity level or a participation policy



# Recruitment Tactics

# Social Media Blitz



Consider sharing volunteer stories, preparedness tips, etc

Consider "Why I Serve" snippets



*Don't forget to share your sign-up link*



Ask your partners to share your posts



Consider a hashtag strategy: #JoinMRC and have your volunteers share experience photos



Use September as a countdown with daily tips and a call to volunteer

# Local Events

Town Hall Collaboration: city or village councils, board of health, county board, etc.

Community Group Presentations: consider a small give away (like an item from the marketing shopping page) that each attendee gets to enter in to win

Host or participate in a “Preparedness Fair,” preparedness demos, or simulation drills

Take a look at community events that you haven’t considered in the past

Talk with other departmental programs about integrating in preparedness

• Example: Car seat safety, CHAD Stickers

Align your event with the 9/11 Day of Service and Remembrance to highlight MRC’s public service impact

# Partner Amplification

What other partners are in your community? Preparedness or otherwise?

- Work with them to amplify your message
- Host a live Q/A session about what it's like to be a volunteer, and address myths and experiences

Work with your PIO to put together a media release ahead of time

- Collect hours and economic value of volunteer hours for release (numbers matter!)

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# **Building a Social Media Campaign**

# Steps to Build a Social Media Campaign



Define Your Goals

Recruitment  
Awareness  
Traffic



Identify Your Audience



Develop Core Messaging



Create a Content Calendar

Volunteer Spotlights  
Tips or “Behind the Scenes”



Gather Visuals

Photos  
Reels



Choose Your Platforms

Facebook & Instagram  
X (formerly Twitter)  
LinkedIn  
YouTube



Launch & Engage

Post! Post! Post!  
#JoinMRC #PreparednessMonth  
Tag local partners and use geo-tagging

# Campaign Success Metrics

- Recruitment Outcomes
- Social Media Engagement
  - Reach
  - Engagement Rate
  - Click-Through Rate (CTR)
  - Hashtag Performance: #JoinMRC
- Website & Digital Performance
  - Landing Page Traffic
  - Form Completion Rate
  - Time on Page
- Event & Community Feedback
- Media & Partnerships



# Thank you

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