

# Is Your Organization Prepared For Disasters?

## Ready Rating Membership

The Red Cross Ready Rating program provides a framework designed to: 1) Help businesses, organizations, and schools become prepared for emergencies; 2) Help increase the level of preparedness among individuals and families; and 3) Encourage businesses, schools and organizations to help their local communities prepare for emergencies. Each member organization has access to an easy to use online assessment that measures their current readiness level and then based on their score receives immediate, customized feedback from the Red Cross' emergency preparedness experts, plus the tools and resources needed to take the important steps.

## Engaging Volunteers

In addition to increasing Ready Rating membership in conjunction with the program's move from PHSS to DCS, we are looking to bring new energy to this program by building a Ready Rating volunteer workforce. We have identified the young adult professional volunteer demographic (ages 25-35) as being the ideal group to support Ready Rating at the regional level.

As reported in the Volunteer Services FY16 Youth Strategy Year In Review, this demographic has a fifteen percent growth increase of reported volunteer hours. It is imperative that we create new, flexible volunteer opportunities to maintain this growth and ensure that volunteers are highly satisfied with their Red Cross experience. Due to their work obligations, this demographic is typically unable to participate in many of the traditional DSC volunteer opportunities, and it can be difficult for regions to find ideal roles for young professionals that cannot devote a large amount of time to spend in the field or in the chapter office. This is highly untapped volunteer base that we think would be perfect for Ready Rating. Ready Rating offers opportunities for young professional volunteer engagement due to its unique features that attract this demographic - including a flexible time commitment, potential to build key workplace skills, leadership development and meaningful interaction with Red Cross staff and external community partners.



## Ready Rating Workshops

Our proposed pilot for three-seven divisional Ready Rating workshops will be organized and supported by the National Young Professionals Council. By engaging young professional groups and individual YP volunteer leaders nationwide, we aim to promote positive high-morale collaboration between NHQ and regional units and renew excitement and interest for this program! The proposal includes executing the workshops, creating content for internal and external distribution and social media use, and reporting attendance and membership growth metrics.

Young professionals, supported by NYPC, will manage organizing and promoting the events. They will be trained by NYPC members remotely to ensure that they have a clear understanding of the program and can effectively communicate with constituents regarding resources and membership. These workshops will help business and organizations improve their awareness and capability to prepare, respond and recover from disasters or emergency incidents. These workshops will be executed by dedicated volunteers so that no major expectation of regional staff's time and effort will be necessary.