



# **National Preparedness Month 2018**

ChannelOne Partner Prep Pack

September 2018

# What is National Preparedness Month?

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NATIONAL PREPAREDNESS MONTH 2018



**PREPARE NOW**

**LEARN HOW**



FEMA



- National Preparedness Month has been observed every September since 2004
- Helps citizens prepare for and respond to emergencies, including natural disasters and severe weather
- The overarching theme for 2018 is Disasters Happen. Prepare Now. Learn How.

## 2018 Weekly Themes

- Week 1 (Sept 1-8): Make and Practice Your Plan
- Week 2 (Sept 9-15): Learn Life Saving Skills
- Week 3 (Sept 16-22): Check Your Insurance Coverage
- Week 4 (Sept 23-29): Save For an Emergency
- September 15 is a National Day of Action

# Major Campaign Milestones

## September 5

- Press release detailing survey results on power outages live
- Ongoing media outreach
- Social post on survey results

## September 6

- Infographic live on weather preparedness tab of our website
- Survey results blog posted
- New videos posted on Youtube

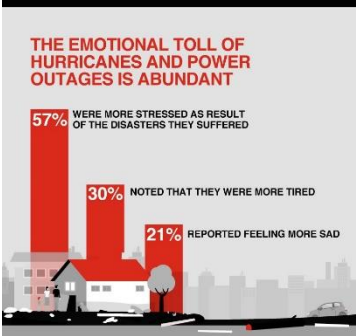
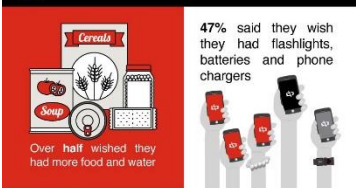
## September 12

- Blog post goes live on power outages

## September 20

- Radio media tour with Cheryl Nelson, Weather and Preparedness Advisor for Cummins

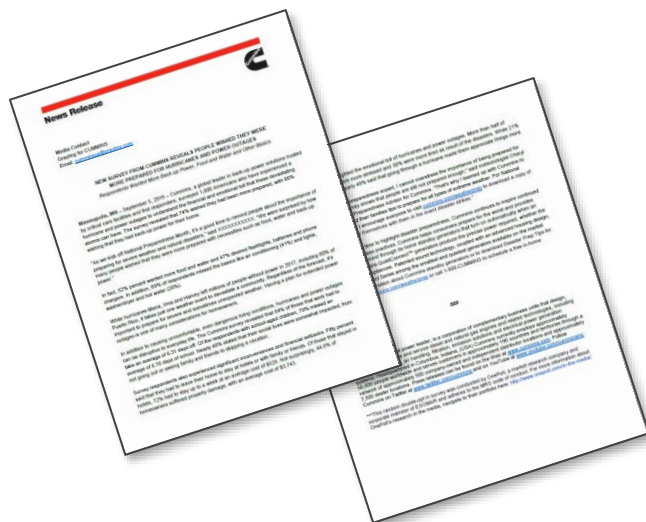
*\*This is a high level timeline, there will be many more blog/social posts and marketing tactics occurring throughout the month.*



# Survey and Media Outreach

## NEW SURVEY FROM CUMMINS REVEALS PEOPLE WISHED THEY WERE MORE PREPARED FOR HURRICANES AND POWER OUTAGES

- We will use the themes and messaging that came out of the survey as our outreach hook throughout the month
- Pitching to targeted media
- Distributed over the wire September 5



Our ChannelOne partners can support:

- Share the infographic on your website in a weather preparedness section and on your social media platforms
- Share Cummins press releases and articles on your channels where relevant

# Weather Preparedness Webpage

1-800-CUMMINS™ LOCATE A DEALER



Home Generators

Why Cummins

Estimate Generator Needs

Free In-Home Assessment

Are You Prepared to  
Stay Ahead of the Storm?

## Severe Weather is a Danger Throughout the Year

Meteorologist Cheryl Nelson, Weather and Preparedness Advisor for Cummins, offers the following tips to safeguard your home and family...



### Hurricane Season

- Ensure that your home is covered by flood insurance at least 30 days before hurricane season begins.
- Check your roof for hanging shingles and leaks. A properly maintained roof will help prevent water damage.
- Have a **home standby generator** to ensure your power can be restored.
- Store important documents in a metal strongbox and keep important files on a portable flash drive.

ChannelOne  
partners can  
share this URL  
on their website  
and social media  
to cascade  
content out to  
your customers



# Weather Preparedness Brochure



There's a Storm Coming.

Are you prepared?

Quiet. Compact. Reliable. Cummins home standby generators are a safe, permanent backup solution for your home when a power outage strikes.

**Stay ahead of the storm.**

Safeguard against power failure with a Cummins home standby generator. Visit [homegenerators.cummins.com](http://homegenerators.cummins.com) to ensure you're prepared before the next storm arrives. Schedule a free in-home consultation today.

## Know What's at Risk

The potential costs of a power outage

-  **\$160**  
Spoiled food  
Source: USDA
-  **\$120**  
Average cost per night of a hotel room  
Source: statista.com
-  **\$650**  
Emergency supplies  
Source: Kelly Brothers
-  **\$500 – \$4,000**  
Mold remediation from a flooded basement  
Source: moldblogger.com
-  **\$500 – \$10,000**  
Flooded basement remediation after a burst pipe or no power to sump pump  
Source: homeadvisor.com

*Powering your life.* 

Cummins, Inc. 1400 72nd Ave NE, Minneapolis, MN 55432  
Phone: 1-763-674-3000  
Bulletin 5410634



### Severe Storm Season



### Hurricane Season



### Winter Storm Season



### Heat Wave Conditions

 "Have a backup power source in case of an outage. A Cummins home standby generator can safely power your home and effectively power your sump pump in the event of flooding."

- Trim trees that could damage your home and inspect your roof for leaks, especially after a rough winter.
- Include your power outage disaster kit in your spring cleaning. Replace batteries and older items, and make sure everything is in working condition.
- Replace the batteries in your smoke alarms and carbon monoxide detectors.

 "Ensure that your home is covered by flood insurance at least 30 days before hurricane season begins."

- Check roof for hanging shingles and leaks. A properly maintained roof will help prevent water damage.
- Have a home standby generator to ensure your power can be restored.
- Store important documents in a metal strongbox and keep important files on a portable flash drive.

 "Do not overexert yourself in cold weather. Strenuous activity, like shoveling snow, can increase your chance of a heart attack."

- Have a plan for family and pets in case of separation or travel issues.
- Keep a prep kit in your car. Be sure it includes water and non-perishable food.
- To keep your house warm during an outage, a home standby generator is a key component.

 "Consider a home standby generator, like the Cummins QuietConnect, that will turn on automatically to keep your A/C running, even when you lose power."

- Upgrade your windows and weather-strip doors to keep heat out and cold air in.
- Stay hydrated, and never leave children or pets alone in hot vehicles – even for a second.
- Install awnings, blinds or light-colored drapes. Keep them closed to reduce sunlight and heat.



**PRO TIPS FROM METEOROLOGIST**  
**CHERYL NELSON**  
Weather and Preparedness  
Advisor for Cummins

**Safeguard your home with Cummins.**  
Visit [homegenerators.cummins.com](http://homegenerators.cummins.com) and schedule a free in-home consultation today.



ChannelOne partners can download this brochure from our landing page and share this link on their website and social media with their customers

# Radio Media Tour

- A radio media tour is an opportunity to reach audiences through interviews on nationally syndicated and local market talk and drive-time radio stations
  - Approximately 12-15 live and live-to-tape interviews
  - Each interview approximately 2-5 minutes
  - Cheryl Nelson will deliver tips, promote seasonal weather prep videos and consumer brochure
    - The free in-home assessment will serve as a secondary CTA
- Interviews booked for Wednesday, September 20
- Check back to the ChannelOne portal for locations and additional information as it becomes available



Our ChannelOne partners can support by:

- Being prepared for higher than normal call volume if you're dealership is located in a city that will air an interview

# Video Content

## Videos on ChannelOne Portal:

- Installation video filmed at a customer's home in Oklahoma
  - Shortened 30 second version of installation in Oklahoma available
- Time lapse video of a generator install
- Home standby vs. portable video shows the differences between installed generator and portable and the benefits of each type of power

ChannelOne partners can share the video on social media channels and website to provide valuable information on installed generators vs. portables and an installation example to both current and prospective customers

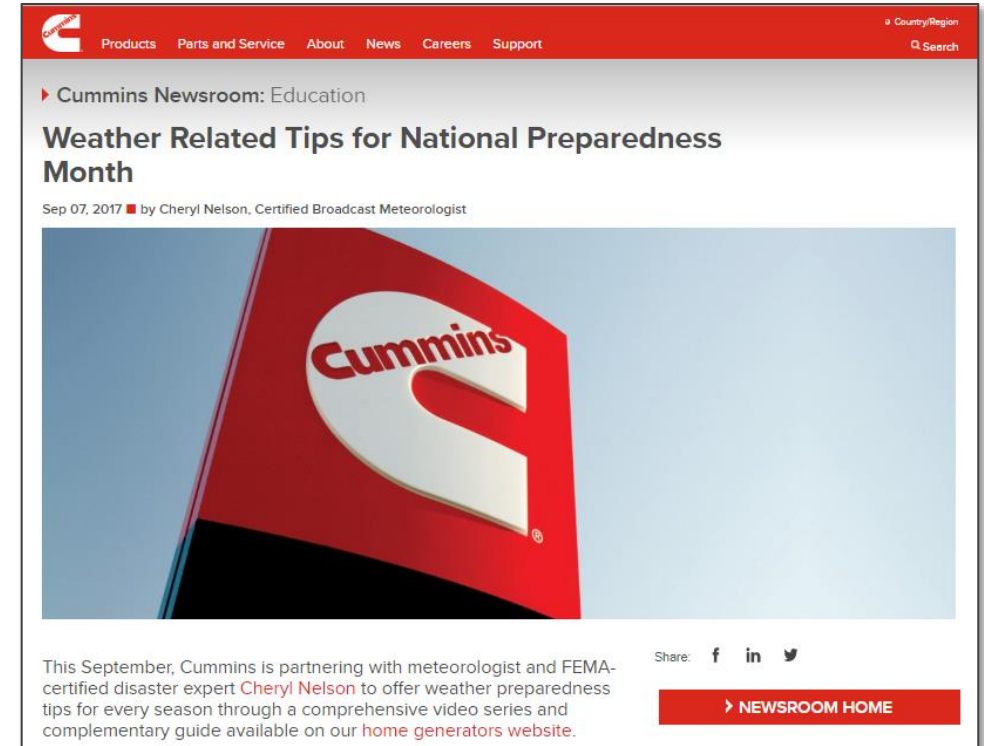




# Blog Posts

National Prep Month blog content:

1. Are you ready for severe weather? 74% of Americans aren't
2. How to be a good neighbor during a power outage
3. A typical installation... followed by an outage
4. Living the Cummins values through disaster support
5. 17 tips for preparing your home for an extended vacation
6. The ABC's for preparing school-aged children for severe weather



Our ChannelOne partners can support:

- Follow us on social media and share the blogs via your social channels
- Provide a link on your website

# Social Media

- A month-long social media calendar is in the works, utilizing official National Preparedness Month hashtags:
  - #PrepareNow
  - #FloodSmart
  - #NatlPrep
- Cummins is also still utilizing our 2017 theme “Stay Ahead of the Storm” and the hashtags:
  - #AheadOfTheStorm
  - #PlanAhead



## Our ChannelOne partners can support:

- Share Cummins social media posts onto your own social platforms
- Utilize the hashtags throughout the month of September to increase your social media visibility
- Update your social media accounts with the new cover image
- Utilize customizable for your digital placements throughout September

