

Use this toolkit of key messages and social media content to educate your community about the importance of preparedness. The content in this toolkit is based on the PEMA and FEMA preparedness messaging calendars and is ready for you to use to help make a Ready PA.

This month's topics:	Tools:
National Financial Capability Month Severe Weather Safety Week Sign Up for the Ready PA Newsletter Ready PA Blog	Social Media Messages Graphics Talking Points

### National Financial Capability Month

#### Social Media Messages/Graphics: National Financial Capability Month

[www.ready.gov/financial-preparedness](http://www.ready.gov/financial-preparedness)



Download image [here](#).



Download image [here](#).



Download image [here](#).

## Social Media Messages/Graphics: National Financial Capability Month

💡 April is National Financial Capability Month! Let's use this opportunity to prioritize emergency preparedness. Start building your emergency fund today to handle life's unexpected curveballs. #FinancialCapabilityMonth #EmergencyPreparedness

✨ It's National Financial Capability Month, and we're focusing on building financial resilience! Take the first step by setting up automatic savings transfers to build your emergency fund. Every dollar saved brings you closer to peace of mind. #FinancialResilience #EmergencyFund

💰 Did you know April is National Financial Capability Month? Take this chance to review your insurance coverage and ensure you're protected in case of emergencies. Don't wait until it's too late! #InsuranceCoverage #FinancialCapabilityMonth #EmergencyPreparedness

📄 It's National Financial Capability Month, and we're getting down to business! Create or update your budget this month to include savings for emergencies. A solid budget is your roadmap to financial security. #Budgeting #FinancialSecurity #EmergencySavings

👨‍👩‍👧‍👦 April is National Financial Capability Month, and we're all about family preparedness! Get the whole family involved in emergency planning discussions. Teaching your kids about money management now sets them up for a lifetime of financial success. #FamilyPreparedness #FinancialEducation #EmergencyPlanning

🕒 Don't wait for an emergency to strike! Use National Financial Capability Month to educate yourself on the importance of emergency preparedness. Explore resources and assistance programs available to help you weather life's storms. #EmergencyPreparedness #FinancialEducation #BePrepared

📁 National Financial Capability Month is the perfect time to assess your financial readiness for emergencies. Start small by setting aside a portion of your income each month. With dedication and discipline, you'll build a safety net to fall back on when you need it most. #EmergencyFund #FinancialReadiness #SavingsGoals

📢 Calling all savvy savers! April is National Financial Capability Month, and we're on a mission to boost our emergency funds. Let's celebrate every dollar saved and every step taken towards financial resilience. Together, we've got this! #FinancialResilience #EmergencyFund #SavingsGoals

🚨 Emergency preparedness starts with you! Take charge of your financial future this National Financial Capability Month by prioritizing savings for emergencies. With determination and a solid plan, you'll be ready to face whatever comes your way. #EmergencyPreparedness #FinancialFuture #TakeCharge

🔍 Knowledge is power, especially when it comes to financial preparedness. Use National Financial Capability Month to educate yourself on the importance of building an emergency fund and securing your financial future. Your future self will thank you! #FinancialEducation #EmergencyFund #FinancialPlanning

## Talking Points: National Financial Capability Month

- **Emergency Preparedness:** National Financial Capability Month is the perfect time to assess your emergency preparedness. Are you financially equipped to handle unexpected expenses like medical bills, car repairs, or job loss?
- **Build an Emergency Fund:** Use this month to prioritize building or replenishing your emergency fund. Aim to have enough savings to cover at least three to six months' worth of living expenses.
- **Start Small:** If you don't have an emergency fund yet, don't worry. Start small by setting aside a portion of your income each month. Even saving a little each week can add up over time.
- **Automate Savings:** Make saving for emergencies easier by setting up automatic transfers from your checking account to your savings account. Treat your emergency fund like a bill that needs to be paid each month.
- **Review Insurance Coverage:** Take this opportunity to review your insurance coverage, including health, auto, and home insurance. Ensure that you have adequate coverage to protect yourself and your family in case of emergencies.
- **Create a Budget:** A budget is a powerful tool for managing your finances and preparing for emergencies. Use National Financial Capability Month to create or update your budget, making sure to allocate funds for savings and emergency expenses.
- **Educate Yourself:** Learn more about the different types of emergencies you may encounter and how to financially prepare for them. Resources like PEMA's Ready.pa.gov website offer valuable information on emergency preparedness.
- **Explore Assistance Programs:** Research government assistance programs and community resources that may be available to you in case of emergencies. Knowing where to turn for help can provide peace of mind during difficult times.
- **Involve the Whole Family:** Use National Financial Capability Month as an opportunity to involve your family in emergency preparedness planning. Discuss the importance of saving for emergencies and brainstorm ways to cut expenses and increase savings together.
- **Stay Committed:** Building an emergency fund takes time and discipline, but the peace of mind it provides is invaluable. Stay committed to your savings goals, and remember that every dollar saved brings you one step closer to financial security.

# Severe Weather Awareness Week

## Social Media Messages/Graphics: Severe Weather Awareness Week

**STORM PLANNING TIMELINE**

A few days out	The day before	The day of
<p>If the forecast calls for severe weather in a few days, start preparing now.</p> <ul style="list-style-type: none"><li>Make sure that you have emergency supplies</li><li>Know your safe places</li><li>Have a family communication plan</li></ul>	<p>The day before, forecast accuracy continues to improve.</p> <ul style="list-style-type: none"><li>Adjust plans</li><li>Make sure your phone can receive WEAs</li><li>Ensure your shelter is clean and accessible</li></ul>	<p>Remain vigilant and aware of any active Watches. A Warning may be issued at a moment's notice!</p> <ul style="list-style-type: none"><li>Remind your family of the communication plan</li><li>Know how to evacuate and/or get to safety from wherever you are</li><li>When a Warning is issued, you may only have seconds to take action!</li></ul>

weather.gov

Download the graphic [here](#).

<h3>TORNADO WATCH</h3> <p>A Tornado Watch is issued when <b>a tornado is possible.</b></p> <p>Know your safe place (storm shelter, basement, interior hall away from windows). Be ready to act quickly if a Warning is issued.</p> <p><b>Be Prepared.</b></p>	<h3>TORNADO WARNING</h3> <p>A Tornado Warning is issued when <b>a tornado is happening or about to happen.</b></p> <p>Immediately seek shelter in your safe place!</p> <p><b>Take Action!</b></p>
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weather.gov

Download the graphic [here](#).

## Severe Weather Awareness Week

### Social Media Messages/Graphics: Severe Weather Awareness Week

🗣️ It's Severe Weather Awareness Week in Pennsylvania! Take time to prepare and stay informed about potential severe weather threats. Your safety is our priority!  
#SevereWeatherAwareness #PAwx #SafetyFirst

⚠️ Severe Weather Awareness Week is here! Do you have a plan in place for severe weather emergencies? Take this opportunity to review your emergency preparedness kit and make sure your family knows what to do in case of severe weather.  
#EmergencyPreparedness #PAwx #BePrepared

🔔 Severe Weather Awareness Week serves as a reminder to stay vigilant and prepared for severe weather events. Take advantage of this week to learn about different types of severe weather and how to stay safe. Knowledge is key! #SevereWeatherSafety #PAwx #StaySafe

📻 Severe Weather Awareness Week is underway! Stay tuned to local weather forecasts and alerts to stay informed about potential severe weather threats in your area. Preparation is the key to staying safe during severe weather events. #SevereWeatherPreparedness #PAwx #StayInformed

🏠 It's Severe Weather Awareness Week in Pennsylvania! Take time this week to review your home's safety procedures and identify your designated shelter area in case of severe weather. Preparedness saves lives! #SevereWeatherAwareness #PAwx #SafetyFirst

🧠 Severe Weather Awareness Week is a great time to brush up on your severe weather knowledge. Do you know the difference between a watch and a warning? Stay informed and stay safe! #SevereWeatherSafety #PAwx #WeatherAwareness

🗣️ Severe Weather Awareness Week serves as a reminder to have a plan in place for severe weather emergencies. Make sure your family knows where to seek shelter and how to communicate during severe weather events. Preparedness is key! #EmergencyPreparedness #PAwx #BePrepared

📻 Severe Weather Awareness Week is here! Stay informed about potential severe weather threats by signing up for local weather alerts and notifications. Your safety is important to us! #SevereWeatherAwareness #PAwx #StayInformed

🔔 Severe Weather Awareness Week is a great time to review your emergency evacuation plan with your family. Make sure everyone knows the safest route to take and where to meet in case of separation. Safety first! #EmergencyPreparedness #PAwx #StaySafe

📻 Severe Weather Awareness Week is a reminder to take severe weather threats seriously. Prepare your home and family for potential emergencies by stocking up on essential supplies and creating a family communication plan. Let's stay safe together!  
#SevereWeatherPreparedness #PAwx #SafetyFirst

## Talking Points: Severe Weather Awareness Week

These talking points can be used to raise awareness, educate, and encourage action during Severe Weather Awareness Week in Pennsylvania.

- **Importance of Preparedness:** Severe Weather Awareness Week highlights the importance of being prepared for severe weather events such as tornadoes, thunderstorms, floods, and hurricanes.
- **Understanding Severe Weather:** This week provides an opportunity to educate individuals and communities about different types of severe weather, their characteristics, and the potential risks they pose.
- **Safety Measures:** It emphasizes the need for individuals and families to have a plan in place for staying safe during severe weather, including knowing where to seek shelter and how to communicate with loved ones.
- **Local Resources:** Severe Weather Awareness Week encourages people to familiarize themselves with local resources and emergency management agencies that provide information and assistance during severe weather events.
- **Community Resilience:** By raising awareness and promoting preparedness, communities can become more resilient in the face of severe weather, minimizing the impact on lives and property.
- **Stay Informed:** It reminds everyone to stay informed about severe weather threats by monitoring local weather forecasts, alerts, and warnings issued by the National Weather Service and other authorities.
- **Emergency Kits:** Severe Weather Awareness Week encourages individuals and families to assemble emergency kits with essential supplies such as water, non-perishable food, first aid supplies, flashlights, batteries, and important documents.
- **Communication Plans:** Having a communication plan in place ensures that family members can stay in touch and coordinate during emergencies, even if separated. This includes establishing meeting points and designating an out-of-area contact person.
- **Practice Drills:** Severe Weather Awareness Week promotes practicing emergency drills, such as tornado drills or fire drills, to ensure that everyone knows what to do and where to go in case of an emergency.
- **Community Engagement:** It encourages community engagement and participation in preparedness activities, such as attending informational workshops, volunteering with local emergency response organizations, and participating in community-wide preparedness events.



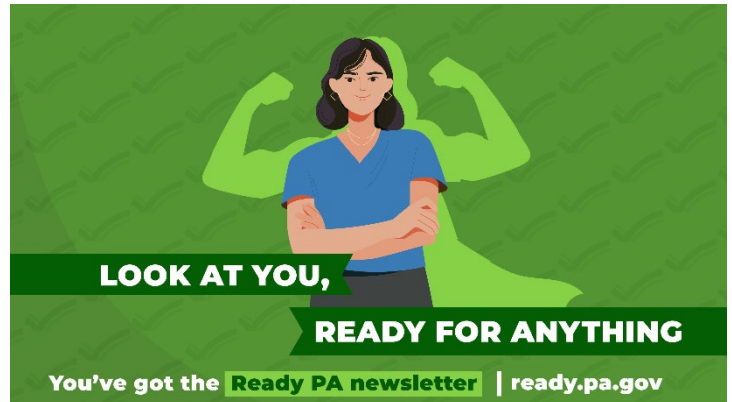
## Sign Up for the Ready PA Newsletter

Website to sign up for the Ready PA Monthly Newsletter  
<https://www.ready.pa.gov/Pages/Subscribe.aspx>



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We know: Your email is full of junk. Ours, too. 📧😓👤  
But we have a monthly newsletter. And it has actually helpful info to keep you safe.  
We know, we know. Everyone says their emails are different.  
Tell you what: Browse here, then subscribe if you like what you see: [bit.ly/ready-newsletter](https://bit.ly/ready-newsletter).

Stay informed and prepared for emergencies in Pennsylvania! Sign up for the Ready PA Monthly Newsletter today and receive valuable tips, resources, and updates right in your inbox. Don't wait until it's too late – be ready, be informed! #ReadyPA #EmergencyPreparedness #StayInformed

Are you ready for whatever comes your way? Stay ahead of emergencies with the Ready PA Monthly Newsletter! Sign up now to receive expert advice, emergency alerts, and preparedness tips tailored for Pennsylvania residents. Don't miss out – sign up today! #ReadyPA #BePrepared #StaySafe

Get peace of mind by staying informed about emergencies in Pennsylvania! Sign up for the Ready PA Monthly Newsletter and receive timely updates, preparedness resources, and safety tips delivered straight to your inbox. Your safety is our priority – sign up now! #ReadyPA #EmergencyPreparedness #StaySafe

Stay one step ahead of emergencies with the Ready PA Monthly Newsletter! Whether it's severe weather, natural disasters, or other emergencies, we've got you covered. Sign up today and be prepared for whatever comes your way. #ReadyPA #BePrepared #StayInformed

Don't wait until disaster strikes – be proactive about your safety! Sign up for the Ready PA Monthly Newsletter and receive actionable tips, emergency alerts, and preparedness resources to help you stay safe and informed. Your readiness starts here! #ReadyPA #EmergencyPreparedness #StayInformed

## Social Media Messages/Graphics: Sign up for the Ready PA Newsletter

Stay connected, stay prepared! Sign up for the Ready PA Monthly Newsletter and join thousands of Pennsylvania residents who are taking charge of their safety. From weather alerts to preparedness tips, we've got everything you need to stay informed and ready for emergencies. #ReadyPA #BePrepared #StayConnected

Knowledge is power, especially when it comes to emergency preparedness! Sign up for the Ready PA Monthly Newsletter and arm yourself with the information and resources you need to protect yourself and your loved ones during emergencies. Don't wait – sign up now! #ReadyPA #EmergencyPreparedness #KnowledgeIsPower

Be in the know with the Ready PA Monthly Newsletter! Sign up today to receive expert advice, emergency alerts, and preparedness updates tailored for Pennsylvania residents. Stay ahead of emergencies and ensure your safety and well-being. #ReadyPA #BePrepared #StayInformed

Get the latest updates and preparedness tips delivered straight to your inbox! Sign up for the Ready PA Monthly Newsletter and stay informed about emergencies in Pennsylvania. Don't let uncertainty catch you off guard – sign up now! #ReadyPA #EmergencyPreparedness #StaySafe

Take control of your safety with the Ready PA Monthly Newsletter! Sign up today for valuable insights, emergency alerts, and preparedness resources designed to keep you and your family safe during emergencies. Don't wait – sign up now! #ReadyPA #BePrepared #StaySafe

🌟 Ready to stay informed and prepared for any emergency in Pennsylvania? Sign up for the Ready PA Newsletter today! 📧 Get the latest updates, tips, and resources to keep you and your loved ones safe. Don't miss out, join us now! #ReadyPA #SafetyFirst #StayInformed

⚠️ Attention, Pennsylvania residents! Stay ahead of emergencies with the Ready PA Newsletter! 📧 Sign up now to receive expert advice, emergency alerts, and essential preparedness tips straight to your inbox. Your safety matters, be informed! #ReadyPA #EmergencyPreparedness #StaySafe

📧 Don't wait for disaster to strike! Stay informed and ready with the Ready PA Newsletter. Sign up today for valuable insights, actionable tips, and updates on emergency preparedness in Pennsylvania. Your peace of mind starts here! #ReadyPA #BePrepared #StayInformed

📧 Hey PA folks! Want to be in the know when it comes to emergency preparedness? Sign up for the Ready PA Newsletter today! 📧 Stay informed, stay safe. Don't miss out on vital information that could make all the difference. Join us now! #ReadyPA #SafetyTips #BePrepared

🌟 Ready PA Newsletter: Your go-to resource for all things emergency preparedness in Pennsylvania! 📧 Sign up now to receive timely updates, expert advice, and practical tips to keep you and your community safe. Don't wait until it's too late, join us today! #ReadyPA #EmergencyPrep #StaySafe





Timely safety tips. Every month. Just for Pennsylvanians.  
Visit the Ready PA Blog: [bit.ly/ready-blog](https://bit.ly/ready-blog)

🚀 Ready to take your preparedness game to the next level? Visit the Ready PA Blog now for preparedness information. Don't just be informed, be proactive! Click the link and empower yourself today. #ReadyPA #EmergencyPreparedness

🕒 Don't wait for an emergency to strike before you visit the Ready PA Blog! Arm yourself with knowledge and resources to stay safe in Pennsylvania. Your safety journey starts with a single click. Visit us now and be prepared for anything! #ReadyPA #BePrepared

📣 Attention all Pennsylvanians! The Ready PA Blog is your key to unlocking a safer, more informed tomorrow. Take the first step towards preparedness by visiting our blog today. Being prepared matters – don't delay, click now! #ReadyPA #SafetyFirst #VisitNow

## READY PA MONTHLY NEWSLETTER

The newsletter is designed for all citizens and includes information about each of the monthly preparedness topics.

- When you receive the electronic copy, forward it to community groups, personal care homes, hospitals and schools, and more. You can encourage partners to [sign up here](#).
- Make the newsletter available on your website and promote it and its content via social media posts and more.
- Include a link to the most recent newsletter, which can be found on the [Ready PA website](#).

## Ready PA Logo

[www.ready.pa.gov](http://www.ready.pa.gov)



## Logo

Your website and logo go here.

## Ready PA Tip Sheet

Share the link to the April Tip Sheet in your communications:

Emergency Financial First Aid Kit Tip Sheet