

# Long Term Sustainability for CERT Programs: Keys to Success

New Lenox, Illinois  
Community Emergency Response Team

# Keeping Volunteers Active and Engaged - Why It's Important

- ▶ Because after completion of the Basic CERT Class, “students” are excited!
- ▶ This is the time when students have the potential to become great “volunteers.”
- ▶ This is the point when a local entity (fire, law enforcement, EMA) can transition from offering the Basic CERT Class to utilizing CERT volunteers to their maximum potential.
- ▶ But it's not easy - it's a lot of hard work, but well worth the effort!



# The Village of New Lenox and New Lenox CERT

- ▶ The Village of New Lenox is located approximately 40 miles southwest of Chicago, IL.
- ▶ New Lenox has a population of approximately 28,500.
- ▶ The New Lenox CERT operates out of the Village of New Lenox (formerly the New Lenox Police Department).
- ▶ There have been (17) Basic CERT Classes since September, 2009.
- ▶ Approximately 500 residents have completed the Basic CERT Class.
- ▶ New Lenox CERT maintains approximately 125 ACTIVE volunteers.
- ▶ CERT volunteers donate over 6,500 hours time (training, community events, meetings, etc...) each year.



# Keeping Them Engaged

- ▶ Training
  - ▶ On-Going Monthly Training
- ▶ Community Events
  - ▶ 5K / 10K Races
  - ▶ Concerts
  - ▶ Parades
  - ▶ Local Events
- ▶ Task Groups
  - ▶ Training
  - ▶ Public Information
  - ▶ Emergency Preparedness
  - ▶ Pet Preparedness
- ▶ Meetings
  - ▶ Annual
  - ▶ Leadership
- ▶ Annual CERT Competition
- ▶ Social Activities
  - ▶ CERT Family Night
  - ▶ Hikes
  - ▶ Nightlife
- ▶ Market / Promote CERT
  - ▶ Quarterly Newsletter
  - ▶ Social Media (CERT Facebook Page)
- ▶ CERT Members Specialized Skills
  - ▶ Computer Database



# On-Going Monthly Training - Triage

- ▶ Triage is a perishable skill so CERT volunteers need refresher training.
- ▶ Kids make GREAT “victims.”
  - ▶ Children of CERT volunteers.
  - ▶ Boy Scouts and Girl Scouts.
  - ▶ Local High School Drama Club Students - they REALLY get into the role of “victim” and some are very good at moulage too.
  - ▶ Soliciting for role players keeps your CERT volunteers engaged and also markets your program to other groups.
- ▶ Moulage - Many CERT volunteers enjoy. It keeps them engaged by practicing and doing scenario-based training.



# On-Going Monthly Training - Treatment

- ▶ Much like with Triage, Treatment is a perishable skill. CERT volunteers need refresher training in this area.
- ▶ Use groups mentioned in the Triage slide as “victims.”
- ▶ Asking your CERT RNs, EMTs, and Paramedics to conduct the refresher training keeps them engaged.
- ▶ Requesting medical personnel from outside your CERT organization helps to educate others about what your team does and can also be used as a marketing tool.





# On-Going Monthly Training - Damage Assessment, Incident Command and Documentation

- ▶ Offer a training event where volunteers do not know the location until a text message is sent, followed by a phone call (phone tree) from team leaders.
- ▶ Set-up Incident Command.
- ▶ Complete a Personnel Resources form at check-in.
- ▶ Send out teams to conduct a Damage Assessment with instructions to complete the appropriate form.
- ▶ Incident Command completes and maintains appropriate forms.



# On-Going Monthly Training - Transport and Carries

- ▶ Transport is another perishable skill. As such, it's important to include it in on-going monthly training.
- ▶ Identify those in your organization who are good at transport \*and\* who would be willing to teach others.
- ▶ Go over the carries in the Basic CERT course as there's not nearly enough time to cover them adequately.
- ▶ Add additional carries to your team's "tool box." They can come in handy during a real emergency.





# On-Going Monthly Training - Building Searches

- ▶ Light Search and Rescue, is a unit that generates a lot of interest during the Basic Class. Again, it's a perishable skill that needs to be refreshed at least annually.
- ▶ Verbal commands, the buddy system and searching high, low, under and inside need to be repeatedly practiced.
- ▶ Use different facilities each time and ask those that are good at searching to lead the exercises.
- ▶ Objects like pool noodles cut down to 1-2 foot can be used as objects for searchers to find. If they can locate a pool noodle, they can find a person.



# On-Going Monthly Training - Cribbing

- ▶ Another technique with not nearly enough time to cover in the Basic Class.
- ▶ A local lumber lard or hardware store might be happy to donate wood that can be used as blocking.
- ▶ A volunteer with basic carpentry skills can cut the wood into blocks. For customization, rounding and painting the ends and stenciling your team's name on the blocks is a nice touch.
- ▶ Train at your local Public Works Facility. There are all sorts of heavy objects in their yards that can be utilized in a cribbing exercise.





# On-Going Monthly Training - Fire Safety, Utilities and Hazards

- ▶ A monthly training that provides an opportunity for CERT volunteers to refresh their fire extinguisher skills is an excellent idea. Extinguishing live fires is great, but so is knowing the fire extinguisher's nomenclature.
- ▶ Local utility companies or contractors are potential sources for electrical boxes and gas mains that can be used for training.
- ▶ Photos of combustibles (lighter fluid, car battery, newspaper, nail polish remover, etc...) are excellent for a matching exercise where the combustible is matched with the appropriate class of fire.



# On-Going Monthly Training - Disaster Psychology

- ▶ Often overlooked, but extremely important training. CERT volunteers have reported that our disaster psychology training is always one of the best.
- ▶ High School Drama Club Students really enjoy helping. Give them a scenario and a role to play and they do an excellent job. They will go back and tell their friends and help market your CERT program.
- ▶ Starting out with an overview of the Disaster Psychology Unit and follow it up with a live scenario. A de-briefing at the end with everyone involved is important.





# On-Going Monthly Training - Ground Search and Rescue

- ▶ Unit #7 - Light Search and Rescue Operations, generates a lot of interest in Ground Search and Rescue (SAR). In fact, many CERT volunteers become SAR volunteers.
- ▶ CERT programs can generate some tremendous numbers of volunteers. When a police department needs volunteers to search for evidence, CERT volunteers can be utilized.
- ▶ Allow those with SAR skills to lead a training exercise. Small items can be placed in a field and CERT volunteers can be placed in a search line. A properly conducted grid search is typically a big hit with volunteers, especially when they find all the items.



# On-Going Monthly Training - Survival Skills

## Fire Starting, Shelter Making and Knot Tying

- ▶ CERT volunteers have specialized skills that you might not even know about. Find out what those skills are and ask if they would teach others.
- ▶ CERT volunteers enjoy learning skills like fire starting, shelter making and knot tying. They're great skills to know and are not part of the regular CERT curriculum.





# On-Going Monthly Training - Team Building

- ▶ Team building is so important!
- ▶ It's fun and it's a change of pace from the “regular” CERT curriculum.
- ▶ Games and challenges help build cohesion amongst team members. They have to trust and rely on each other - just like they have to do during an actual deployment.
- ▶ Team building activities engage volunteers that are asked to create and run the activity. They also help to keep other volunteers interested in the CERT program and coming back for more.



# On-Going Monthly Training - Sandbagging

- ▶ Sandbagging is a great training exercise that's not taught in the Basic CERT curriculum. Volunteers really enjoy learning how to do it as it's very hands-on.
- ▶ It's a very useful skill to know and when lots of help is needed, CERT volunteers can "come to the rescue."
- ▶ Tap your former military volunteers as they've likely had this training.
- ▶ This exercise can also engage your Public Works employees who will be happy to know that CERT volunteers know these skills. Public Works will be happy to provide the sand and shovels to assist with the exercise.





# On-Going Monthly Training - Disaster Supply Kits

- ▶ Although covered in Unit #1 - Disaster Preparedness, volunteers really enjoy learning more about what can be added to their disaster supply kits.
- ▶ A refresher on disaster supply kits is a nice add-on or supplement to a monthly training date. The last 30 minutes or so can be used for “show-and-tell.” Volunteers can explain what the item is, what it costs and where it can be purchased.



# On-Going Monthly Training - Shelter Operations

- ▶ Developing a relationship with the American Red Cross is very important. They always need volunteers (ARC or other) to staff shelters.
- ▶ An American Red Cross Shelter Operations Workshop provides excellent training for CERT volunteers. Those that are really interested can take the Shelter Management Workshop. This allows your volunteers to run the exercises thereafter.
- ▶ Standing up a shelter following the Shelter Operations Workshop really ties things together and is very hands-on.





# On-Going Monthly Training - Pet Preparedness

- ▶ There are many CERT volunteers that not only have pets, but care deeply about them. It's a great idea to have a Pet Preparedness display at community events, but it's also a great idea to offer Pet Preparedness Training to CERT volunteers as well.
- ▶ Identify those in your organization that are veterinarians, veterinary technicians or otherwise have some knowledge about pets and how to prepare them for disasters. They are ideal folks to give a presentation.
- ▶ Provide Ready.gov literature on Pet Preparedness at these training events.



# On-Going Monthly Training - Passenger Train Emergency Response / Operation Lifesaver

- ▶ Passenger trains run through many of our towns. Many of your CERT volunteers utilize trains daily to commute to work. Some Emergency Operations Plans direct CERT volunteers to assist with rail emergencies. As such, providing passenger train emergency response training (and Operation Lifesaver training) to volunteers makes sense.
- ▶ A classroom overview followed by a ride over to the local train yard works well. Volunteers learn how to open doors and windows in an emergency. Do you have a CERT volunteer that works for a railroad?





# On-Going Monthly Training - Severe Weather Spotter Training

- ▶ CERT volunteers really enjoy learning about severe weather. It's why they became involved with CERT in the first place. Connecting with your local National Weather Service is a great idea. They will provide your CERT volunteers with Severe Weather Spotter Training.
- ▶ Better yet, get your CERT volunteers involved in hosting a local event. A high school auditorium is a great venue to host a Severe Weather Spotter Training event.
- ▶ Severe weather public education is also one of the requirements for Storm Ready Community designation, another program your CERT volunteers can be involved in.



# On-Going Monthly Training - Tour Local Police, Fire and EMA Facilities

- ▶ Depending on where your CERT is housed, it's a great idea to get to know more about the facility and its operations.
- ▶ Once CERT volunteers are familiar with your own facility and its operations, set-up a tour of other facilities.
- ▶ CERT volunteers enjoy learning about what first responders do and can generate some excellent suggestions regarding how they can help during emergencies and disasters.
- ▶ Relationship building and marketing of your CERT program are added benefits of this type of training.





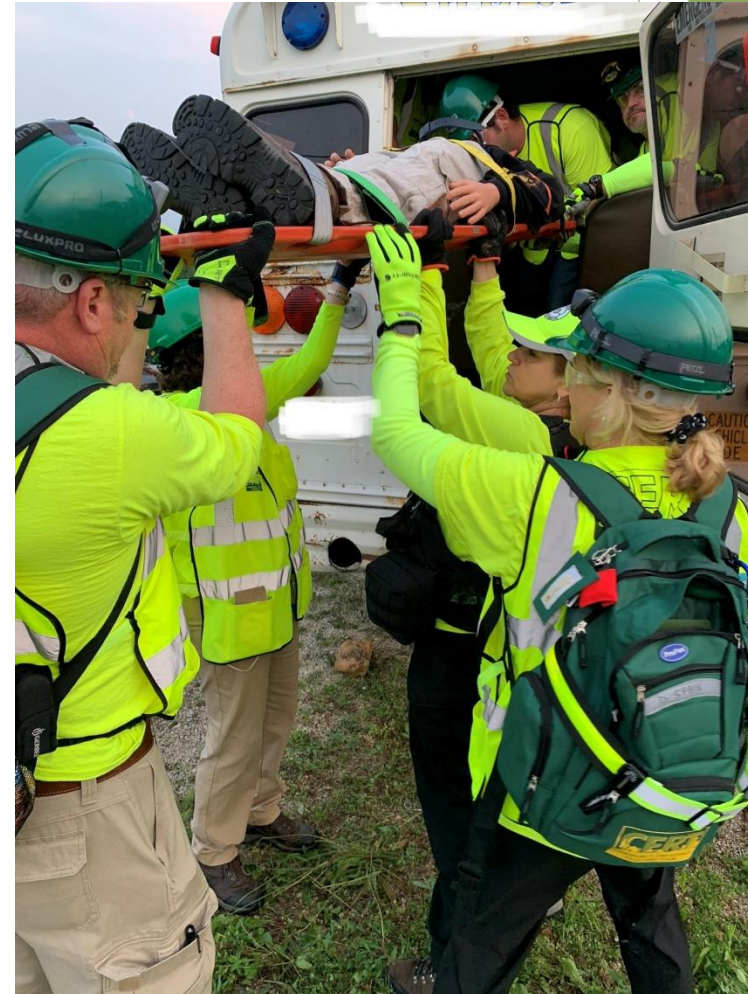
# On-Going Monthly Training - Traffic Direction and Control

- ▶ CERT volunteers can be an excellent resource for law enforcement and emergency management when it comes to assistance with traffic direction and control.
- ▶ Traffic direction and control skills are useful during parades, 5K races and parking festivals.
- ▶ It's wise to provide volunteers with proper training (hand signals, traffic cone patterns, road flare placement, etc...) prior to their deployment.
- ▶ Classroom training followed by hands-on training provides a well-rounded training curriculum for this topic.



# On-Going Monthly Training - Scenario Based Training

- ▶ Scenario based training brings it all together. It combines the elements of Incident Command, size-up, search, disaster psychology, triage, treatment, and other CERT disciplines. This type of training provides a great experience for volunteers.
- ▶ Scouts make great victims and can often earn their “Emergency Preparedness Badge” by participating.
- ▶ Volunteers that specialize in certain areas can help plan the training and serve as evaluators during the exercise.





# On-Going Monthly Training - Communications

- ▶ CERT volunteers often are handed a radio and expected to know what to do with it. The reality is, that's not the case. Many volunteers have NO radio experience and therefore holding a training on communications makes sense.
- ▶ Radio nomenclature, how to press to talk, and what to say are all necessary basics.
- ▶ Add information on amateur radio and recommend a local class.
- ▶ Have local or county EMA professionals participate. They will bring out their mobile command center and / or communications trailer, which volunteers will appreciate touring.



# On-Going Monthly Training - Tabletop Exercises and Video Scenarios

- ▶ In Illinois during the winter, identifying training that can be done indoors is important. Tabletop exercises and video scenarios are excellent classroom activities.
- ▶ During the tabletop, discussion is generated in small groups as well as with the whole group. Scenarios are only limited by the imagination and can generate many “What if...” questions.
- ▶ Video scenarios are well-received as well. Countless YouTube videos can be utilized and paused for discussion.





# On-Going Monthly Training - Water Safety / Shoreline Rescue

- ▶ “Classroom” training to provide and overview / refresher on water safety and shoreline rescue.
- ▶ Hands-on practice with water rescue throw bags.
  - ▶ Practice on land using fixed objects as targets.
  - ▶ Practice throwing from the shoreline into the water at fixed objects.
  - ▶ Practice throwing from the shoreline into the water at moving objects (kayakers).
- ▶ Practice rescuing a victim from the water and moving onto land. CPR / AED can be included.



# On-Going Monthly Training - Multiple Topic Training

- ▶ Multiple topic training works well for large groups. Three training topics provide a nice variety. Examples:
  - ▶ Triage, Treatment and Transport.
  - ▶ Fire Safety, Hazards and Utility Controls.
  - ▶ Incident Command, Damage Assessment and Documentation.
- ▶ Provide an overview at the beginning of training then divide your volunteers into three groups.
- ▶ Groups spend about 20 minutes at the first station then rotate to the 2<sup>nd</sup> station and then the 3<sup>rd</sup>.
- ▶ De-brief at the end to wrap-up and go over lessons learned.





# Additional / Supplemental Training

- ▶ Miscellaneous Training
  - ▶ Stop the Bleed
  - ▶ Narcan / Naloxone Training
  - ▶ Surviving an Active Shooter Event
  - ▶ Winter Weather Preparedness
  - ▶ CPR / AED
  - ▶ Functional Access Needs
  - ▶ MARC and Donations Management
  - ▶ Bomb Making Materials Awareness
  - ▶ Pipeline Safety
  - ▶ Ground Search and Rescue
  - ▶ Basic Land Navigation
  - ▶ TEEX Wide Area Search
  - ▶ Wilderness and Remote First Aid
  - ▶ Downed Power Lines and Shock



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BOMB-MAKING MATERIALS  
AWARENESS PROGRAM

# Community Events - 5K Races

- ▶ CERT volunteers are a great asset during 5K and other distance races (and walks).
- ▶ Staffing water stations is a big help to the race sponsor.
- ▶ Serving as race marshals - handling traffic direction and control on side streets help to keep runners safe.
- ▶ Volunteering for these types of events builds relationships with local park districts, the Chamber of Commerce, non-profits and others that offer these types of events.





# Community Events - Concerts

- ▶ CERT volunteers can be utilized during concerts and similar events in many ways which include, but are not limited to:
  - ▶ Controlling ingress and egress from the venue.
  - ▶ Controlling access to facilities and restricted areas.
  - ▶ Providing golf cart rides to those with functional needs.
  - ▶ Assisting with seating and ensuring that lawn aisles are maintained.
  - ▶ Assisting with lost and found.
  - ▶ Assisting with shelter operations during severe weather.



# Community Events - National Night Out (Against Crime)

- ▶ CERT volunteers can be a BIG help during events like National Night Out (Against Crime). They can:
  - ▶ Help serve water, hot dogs and chips.
  - ▶ Staff the CERT informational table.
  - ▶ Assist with minor traffic direction and control.
  - ▶ Assist small children getting into and out of inflatable jumpers.
  - ▶ Assist with set-up and take down of pop-up tents, tables and chairs.
  - ▶ Assist children in and out of vehicles on display.
  - ▶ Provide information and directions.





# Community Events - “Special Needs Day”

- ▶ CERT volunteers, by request of the local Lions Club, assist each year at “Special Needs Day” at the Proud American Days Festival. From 11:00am to 3:00pm CERT volunteers:
  - ▶ Assist those with functional needs out of their vehicles and into the festival.
  - ▶ Serve lunch.
  - ▶ Dance and sing.
  - ▶ Assist guests on and off of carnival rides. Many go on the rides as well.
- ▶ Known as one of the most **REWARDING** activities that our volunteers participate in!



# Community Events - Local Parades

- ▶ Like many, CERT volunteers love a good parade. The “Loyalty Day Parade” is held annually on the first Sunday in May. CERT volunteers:
  - ▶ Donate candy to be (safely) thrown along the parade route.
  - ▶ Come early to help decorate the CERT float.
  - ▶ Bring their families and American flags.
  - ▶ Pass out Ready.gov literature along the parade route along with information about our team (tri-fold brochures and newsletters).





# Community Events - Christmas in the Commons

- ▶ CERT volunteers enjoy assisting at events around the holidays. Each year the village requests CERT volunteers to help at “Christmas in the Commons.” CERT volunteers:
  - ▶ Direct guests into the Village Hall and into lines to see Santa and Mrs. Claus, coloring contest and to the musical performers in the rotunda.
  - ▶ Assist with lines outside to visit with reindeer.
  - ▶ Assist with lines for the horse-drawn carriage rides.



# Community Events - Wreaths Across America

- ▶ Each December CERT volunteers assist with Wreaths Across America at Abraham Lincoln National Cemetery. Volunteers:
  - ▶ Assist with traffic management where approximately 27,000 wreaths are distributed.
  - ▶ Unload boxes of wreaths (9 wreaths per box) from trucks and stage them in the distribution area.
  - ▶ Load vehicles with boxes of wreaths that will be laid at the cemetery.
  - ▶ Assist with wreath removal (January - approximately one month later).





# Community Events - Assist Local Running Clubs

- ▶ Many CERT volunteers are runners or have family and friends that are runners. Each year the “Frankfort-New Lenox Running Club” does a 20-mile run in preparation for the Chicago Marathon. CERT volunteers:
  - ▶ Assist at water stations.
  - ▶ Provide traffic direction and control at intersections.
  - ▶ Ride bikes behind the runners in case they need assistance along the way.



# Community Events - Assist With Large Metropolitan Events

- ▶ CERT programs often partner with outside jurisdictions and other volunteer organizations such as the Medical Reserve Corps. Our volunteers enjoy assisting at the Shamrock Shuffle and Chicago Marathon. CERT volunteers:
  - ▶ Assist at the finish line in “Spotter Towers” where they look for runners in distress.
  - ▶ CERT volunteers with medical credentials provide assistance to runners suffering from exhaustion and other medical issues.





# Community Events - Assist Local Food Pantry

- ▶ “Nothing is stronger than the heart of a volunteer.” Col. James Doolittle - USAF (ret.). Nothing can be truer of our CERT volunteers who have routinely volunteered at our local food pantry. CERT volunteers can:
  - ▶ Unload food when the delivery truck arrives.
  - ▶ Sort food into categories or at the direction of food pantry staff.
  - ▶ Stack or shelve food for pantry visitors.



# Community Events - Food Giveaways

- ▶ Our Team has assisted with dozens of food giveaways. Sponsors have included ShareFest, Northern Illinois Food Bank and Silver Cross Hospital. Volunteers have:
  - ▶ Assisted with traffic management.
  - ▶ Assisted with food distribution set-up (unloading trucks, packing food, etc...).
  - ▶ Assisted with food distribution.
  - ▶ Assisted with a variety of tasks related to each event.





# Community Events - School Fun Fairs

- ▶ Each year CERT volunteers participate in our local school district's "Fun Fair." A volunteer who is a school nurse made the connection. At the fun fair our volunteers:
  - ▶ Staff an informational table.
  - ▶ Encourage kids to spin the wheel, answer a disaster preparedness question and win a prize.
  - ▶ Set-up lap tops for kids to play "Ready Kids" games.
  - ▶ Encourage kids to visit with "Buddy," a trained therapy dog owned by a volunteer.



# Community Events - School Family Nights

- ▶ Our volunteer who is a school nurse utilizes her assertiveness and receives permission to participate in “Family Night at Nelson Ridge.” Our volunteer utilizes the school’s computer lab where she:
  - ▶ Sets up Ready Kids computer games.
  - ▶ Demonstrates how a NOAA weather radio works.
  - ▶ Prepares age specific handouts on disaster preparedness.
  - ▶ Meets with kids and parents to discuss disaster preparedness.





# Community Events - American Cancer Society Relay for Life

- ▶ Many CERT members volunteer or otherwise support other local organizations and charities. Sometimes these interests or passions carry over into the CERT organization and its volunteers.
- ▶ The American Cancer Society's Relay for Life is a good example of how CERT volunteers can do wonderful things in their communities.
- ▶ CERT volunteers can get a team together and raise a lot of money for charity.



# Additional / Community Events

- ▶ Triple Play Concert Series Ticket Sales
- ▶ ARC and AHA Blood Drives
- ▶ Household Hazardous Waste and Recycling Events
- ▶ Movie Night in the Commons
- ▶ Play Day in the Commons
- ▶ Scout Annual Fishing Derby
- ▶ New Lenox Lions Club Fashion Show
- ▶ New Lenox Police Dept. Cabin Fever
- ▶ Emergency Preparedness Presentations
- ▶ Smoke Alarm Installation





# Training - Task Group

- ▶ On-going monthly training plays a HUGE role in keeping volunteers active and engaged.
- ▶ The Training Task Group meets in January each year to determine training topics for the upcoming year.
- ▶ Planning meetings are held at least one month in advance of each training. Additional meetings are held as needed.
- ▶ Task Group members serve as instructors, facilitators and evaluators during training events.
- ▶ Depending on the topic, sometimes outside trainers will come in to instruct a particular topic.



# Public Information - Task Group

- ▶ Public Information Task Group members seek locations where they can set-up an informational table. The table typically contains literature from Ready.gov, information about severe weather, information about our CERT program and a sample disaster supply kit. Examples of locations and events include:
  - ▶ National Night Out
  - ▶ Public Library
  - ▶ Chamber of Commerce Spring Expo
  - ▶ Severe Weather Spotter Training / Health and Safety Expo
  - ▶ New Lenox Fire Protection District Open House





# Emergency Preparedness - Task Group

- ▶ Emergency Preparedness Task Group members give talks on emergency preparedness to groups like:
  - ▶ Boy Scouts and Girl Scouts
  - ▶ Homeowners Associations
  - ▶ Parent Teacher Organizations (PTOs)
  - ▶ General Public
- ▶ Presentations can be tailored to fit the audience and are supplemented by appropriate material from Ready.gov.
- ▶ Presentations are typically between 30 and 60 minutes.



# Pet Preparedness - Task Group

- ▶ Many of our Pet Preparedness Task Group members jokingly say that they care more about pets than humans. Jokes aside, this group cares deeply for pets and partners with our Public Information Task Group at community events. Information on Pet Preparedness is available and volunteers make themselves available to answer questions.
- ▶ Pet Preparedness Task Group members also provide presentations on pet preparedness at local events such as animal hospital and kennel club open houses.





# Meetings

- ▶ Annual Meetings are held in January. They provide an opportunity to bring EVERYONE up to speed regarding where we've been and where we're going. EVERYONE has a voice at Semi-Annual Meetings. Feedback, ideas and suggestions are welcomed and encouraged.
- ▶ Leadership Meetings are held quarterly with Team Leaders. Leadership is extremely important given we have 125 or so ACTIVE volunteers.
- ▶ Task Group Meetings are held as needed with respective Task Group Members (ex. Training meets monthly).



# Prairie State CERT Challenge

- ▶ Participation in an annual CERT competition or CERT rodeo is highly recommended.
- ▶ These events require training and preparation, which increases the skill level of volunteers.
- ▶ Knowledge learned through preparing for and participating in the competition can be shared with the rest of the team.
- ▶ Volunteers that participate in these events gain knowledge and confidence. They tend to move into instructor and leadership positions.
- ▶ Credit and recognition for your CERT.





# Social Activities - CERT Family Night

- ▶ Our volunteers give a lot of their time and we appreciate it. A CERT volunteer's time would not be possible without the support of his / her family.
- ▶ Hosting a "Family Night" provides an opportunity to show thanks and appreciation for allowing their loved one to participate in CERT activities.
- ▶ It also provides first-hand information about what we do.
- ▶ Dinner, games, giveaways, social time and lots of fun!



# Social Activities - Hikes and Nightlife

- ▶ Going for a hike this weekend? Why not extend an invitation to your fellow team members? Hikes are great exercise and provide an opportunity for team members to get to know each other.
- ▶ Going to check out the local music scene this weekend? Great - invite your team members who share the same interests. Spending time together is what it's all about. Getting to know each other (professions, interests, family, etc...) builds trust. Team members are much more likely to trust one another during an emergency or disaster after spending some quality time together.





# Engaging Team Members While Marketing Your Program

## ▶ Quarterly Newsletter

- ▶ Does your team have a quarterly newsletter? It's a great idea!
- ▶ Provides a synopsis of your team's training, community events and other activities.
- ▶ Team members can volunteer to take pictures and write articles.
- ▶ Create a "Spotlight Member" section to highlight a member and provide an opportunity to tell everyone a little something about themselves.

## ▶ Social Media - CERT Facebook Page

- ▶ Creating a Facebook page for your CERT is a great way to market all the great things that your team does.
- ▶ I'll bet some of your stand out volunteers are personally on Facebook quite a bit. Ask them to be an Administrator for your page. You'll double the number of posts which engages your volunteer while marketing your program.
- ▶ Social media is a great recruitment tool for upcoming classes.

# Team Members Specialized Skills

- ▶ CERT members come from all walks of life. Amazing talents exist within your team members. Tapping into that talent engages your volunteers while benefiting your team. One example:
- ▶ A volunteer with computer skills has the ability to create a Microsoft Access database, which can track training, community events, meetings and other activities. Among other benefits, CERT Program Coordinators can track volunteer hours which provides multiple benefits.





# Recognize Your Volunteers!

- ▶ Recognizing your volunteers is so important! They could be doing so many other things, but choose to spend time doing CERT-related activities. Take the time to:
- ▶ Recognize good work in an email to the team.
- ▶ Send a personal email.
- ▶ Make a phone call.
- ▶ Thank volunteers at training, community events and meetings.
- ▶ Take a volunteer out to lunch.
- ▶ Call or email a volunteer on their birthday (Outlook calendar as a reminder).
- ▶ **Presidential Volunteer Service Awards.**



# Thank You!

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