



# SAMPLE “KICK OFF LETTER”

September 1, [YEAR]

Department Member  
123 Anywhere Road  
Lansing, Michigan 48910

Dear [EMPLOYEE]:

The State of Michigan and Federal Emergency Management Agency (FEMA) observes September as National and Michigan’s Preparedness Month, in an effort to raise awareness of the importance of being prepared at home, and work, before an emergency or disaster strikes. In honor of National Preparedness Month, the [YOUR AGENCY] is increasing individual, family, and organizational readiness by kicking off the Ready Responder program.

A well-prepared workforce is an essential component of the department’s ability to manage an emergency or disaster. In times of crisis, our members can be called upon to serve long hours, sometimes traveling miles away from their families. By ensuring the resilience of our own families, we can better serve [YOUR TOWN OR CITY] residents through our mission of [YOUR MISSION STATEMENT HERE].

The Ready Responder program is designed to construct a culture of preparedness at home and work. Throughout the next year, the department will provide templates and incentives to encourage our members and their families to prepare for emergencies and disasters by following three simple steps:

1. Be informed about the types of emergencies that may affect you at home or work.
2. Make a family emergency plan.
3. Build an emergency supply kit.

As part of National Preparedness Month, I encourage all department members to engage in the Ready Responder program by supporting and participating in upcoming preparedness activities. All of us working together to become better prepared will set an example and establish the [YOUR AGENCY] as a preparedness leader.

Sincerely,