

Youth Preparedness Council 2021



**Represent
Your
Community**

**Learn
&
Grow**

**Create
Change
Now!**

Youth Preparedness Council (YPC) Application

Promotion Toolkit

January 2021

Individual and Community Preparedness Division

U.S. Department of Homeland Security
Federal Emergency Management Agency (FEMA)
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FEMA

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Overview

The Federal Emergency Management Agency (FEMA) created the Youth Preparedness Council (YPC) in 2012 to bring together young leaders who are interested in supporting disaster preparedness and making a difference in their communities by completing disaster preparedness projects nationally and locally. The YPC supports FEMA's commitment to involving America's youth in preparedness-related activities. Additionally, it provides FEMA the opportunity to engage young people and solicit their perspectives, feedback, and opinions.

The 2021 Youth Preparedness Council application period is from **January 18 to March 7, 2021, 11:59 p.m. PST**. With your help, FEMA looks forward to obtaining a high-quality pool of applicants that represent the diversity of the nation, expand the applicant pool, and increase the level of engagement with the National Strategy Affirmers and the Regions to ensure deliberate and comprehensive promotion.

This promotion kit provides messages, examples, and information on the YPC application that the Individual and Community Preparedness Division (ICPD) promotional partners can use on their websites, communications, and social media pages.

Thank you for contributing!



About the Application

The Application Process

The annual application period serves to recruit new YPC members for two-year terms. During this time, FEMA ICPD encourages youth from around the country to complete the application process to organize a diverse and highly qualified candidate pool from which to select new members.

The YPC application encourages teens to share their achievements and future goals. Additionally, it prompts them to express what preparedness means to them and how they will bring their unique skills and experiences to improve the YPC. The application provides a holistic view of an applicant, their academic achievements, impacts made in their communities, and any leadership experiences they possess. Applicants are encouraged to submit their application along with supporting documentation, which may also include video.

The application can be found online at <https://community.fema.gov/applytoYPC> or <https://go.usa.gov/xp53v>

The Application Timeline

DATE	ACTIVITY
January 18, 2021	Application opens
March 7, 2021	Application closes
March – April 2021	Application review period
May – June 2021	Selection notification
June – July 2021	New members are announced via press release

The Impact

If selected, YPC members meet with FEMA leadership throughout their term to provide input on strategies, initiatives, and projects. YPC members will participate in the annual YPC Summit, meet regularly with FEMA representatives, and complete emergency preparedness projects. **Please note, the 2021 YPC Summit will be conducted virtually.** The YPC also helps build upon FEMA's broader goal to create a culture of preparedness in America.



Themes & Talking Points

Below are key themes and talking points regarding the YPC application release. These can be used as messages to spread awareness of the application period.

*These messages can be shared through social media channels (Twitter, Facebook, Instagram, or LinkedIn), newsletters, and used in emails. Please include the hashtag **#YPC2021** to connect these messages with the larger conversation.*

- FEMA's Individual and Community Preparedness Division is seeking students from across the country to represent their communities and help build preparedness. Applications for the Youth Preparedness Council open on January 18, 2021.
- Spread the word! FEMA's Youth Preparedness Council provides young leaders a two-year opportunity to make a positive impact on their community and develop skills to elevate their academic endeavors and career. The 2021 YPC application period is from January 18 to March 7, 2021, 11:59 p.m. PST.
- You can define what preparedness means to your community. Join a team of committed teens to lead preparedness projects on a local and national level. Apply to the 2021 Youth Preparedness Council today.
- FEMA's Youth Preparedness Council provides students with the opportunity to become change agents in their community by leading preparedness projects on a local and national level. The 2021 YPC application period is open from January 18 to March 7, 2021, 11:59 p.m. PST.

Key Points to Mention

- The application period dates.
- The opportunity for change-making and developing leadership and project management skills.
- The opportunity to coordinate preparedness projects on a local and national level.
- The exposure to leadership opportunities.



Key Audiences

ICPD hopes to promote the YPC application to reach a wide range of individuals and organizations throughout the country. With announcements and posts from official FEMA channels and coordinated messaging through promotion partners, we can amplify awareness for the YPC and the application period.

Below are the key audiences ICPD hopes to engage:

TARGET AUDIENCE	WHAT THEY NEED TO KNOW	KEY MESSAGING
New Youth Applicants	Why they should apply and how.	Apply to the National YPC for an opportunity to work on projects that help your community and the nation, connect with national leaders, and gain exposure to a career in emergency management.
Current Youth Members	How to encourage their peers to join.	As an active YPC member, I want to challenge you to apply to the National YPC for an opportunity to work on projects that help your community and the nation, connect with national leaders, and gain exposure to a career in emergency management.
National Strategy Affirmers	ICPD needs Affirmers to help spread the word to potential applicants.	Disseminate information about the YPC application period to your network of youth, community members, and partner organizations.
FEMA Regional Stakeholders	FEMA Regional Staff are the most direct link to reach interested youth through their schools and local organizations.	Pass information about the YPC application period directly to teachers, school administrators, local emergency management organizations, and others who may have direct relationships with interested youth.
Champlons	ICPD needs champions to help spread the word, build engagement, and create a buzzworthy event.	As one of our most important partners in creating a successful YPC, we need you to disseminate information about the application period to your network of youth, community members, and partner organizations.



Suggested Communications Channels

Suggested Channels

To aid in promoting the application, we suggest a variety of channels during the application period. By using different channels, a higher number of individuals from diverse audiences can be reached. Suggested channels include:

- Direct emails using listservs and distribution lists
- Website announcements and press releases
- Newsletters
- Social media pages: Facebook, LinkedIn, Twitter, Instagram



Social Media Best Practices

Based on your discretion, please consider incorporating the best practices below when promoting the YPC application:

- Optimize content for each platform by understanding the audience. LinkedIn followers will most likely be professionals, parents, teachers while Instagram followers will most likely be younger in age.
- Diversify messaging/graphics across platforms to keep audiences engaged.
- 2020 research (Source: [Zenesys](#)) suggests that posting during lunch hours on the weekdays is most effective for Instagram and Twitter, posting during lunch hours on the weekends is the most effective for Facebook, and posting in the morning on the weekdays is most effective for LinkedIn.
- Include a call-to-action for interested users to take action/learn more.

Promotion partners can:

- Leverage platforms to help build awareness of the YPC application period.
- Encourage individuals to share information about joining the YPC with teens.
- Drive teens to access and complete the YPC application.



Sample Social Media: Targeting Youth



The below sample messages are geared towards platforms where youth and teens frequently engage, such as Instagram. However, feel free to use these messages on any social media platform.

The below messages can be used in posts, statuses, and messages to spread awareness of application release and should include a link to the application. Link:

<https://community.fema.gov/PreparednessCommunity/s/apply-to-ypc>

Key Audience: Individuals (primarily youth), organizations, news outlets

Posting Frequency: 1-2 status updates a week from January 18 to March 7, 2021

Relevant Hashtags: #YPC2021 #youthprep

- FEMA's Youth Preparedness Council wants to hear from teens who are ready to lead in emergency management! 💪 Apply to #YPC2021 today. <https://bit.ly/3qb05RW>
- You can define what preparedness means for your community with fellow young leaders. 📝 Apply to FEMA's Youth Preparedness Council today. #YPC2021 #youthprep <https://bit.ly/3qb05RW>
- Ready to represent your community by coordinating disaster preparedness projects on a local and national level? 😊 Apply to FEMA's Youth Preparedness Council today! #YPC2021 <https://bit.ly/3qb05RW>
- We're looking for young leaders like you to drive disaster preparedness projects! Join FEMA's Youth Preparedness Council to help your communities be more safe, prepared, and resilient. #YPC2021 <https://bit.ly/3qb05RW>
- Ready to apply your leadership and project management skills by coordinating disaster preparedness projects? Join FEMA's Youth Preparedness Council and drive local and national projects with fellow young leaders! #YPC2021 <https://bit.ly/3qb05RW>
- Have ideas to strengthen your community's preparedness? 💡 Apply to FEMA's Youth Preparedness Council to be a part of a group of young leaders who can impact the country's preparedness. #YPC2021 #youthprep <https://bit.ly/3qb05RW>



Sample Social Media: Targeting Parents and Educators



The below sample messages are geared towards parents and educators who might know teens interested in this program. These messages are ideal for social media platforms such as Twitter and Facebook. However, feel free to use these messages on any social media platform.

The below messages can be used in posts, statuses, and messages to spread awareness of the application period and should include a link to the application. Link:

<https://community.fema.gov/PreparednessCommunity/s/apply-to-ypc>

Tip: Use location-based hashtags of your region and/or hashtags aligned to your high school or organization to engage a wider audience.

Key Audience: Teachers, Parents, Businesses, Non-Profits, Community Organizations

Posting Frequency: 1-2 status updates a week from January 18 to March 7, 2021

Relevant Hashtags: #YPC2021 #youthprep

- Have you helped your community prepare for disasters? Tell us in your Youth Preparedness Council application, and you could join a council of committed teens to lead local and national preparedness projects. 🧑‍🌾 #YPC2021 #youthprep <https://bit.ly/3qb05RW>
- 📣 Spread the news! FEMA's Youth Preparedness Council wants to hear from teens who are ready to lead in emergency management! <https://bit.ly/3qb05RW> #YPC2021 #youthprep
- Know a young leader with a passion for preparedness? 🙋 FEMA's Youth Preparedness Council application period is now open. For more #YPC2021 info, visit: <https://bit.ly/3qb05RW>
- FEMA's Youth Preparedness Council is on the search for students ready to lead disaster preparedness projects on a local and national level! For more #YPC2021 info, visit: <https://bit.ly/3qb05RW>
- Do you know a student who wants to represent their community ✅, make a positive impact ✅, learn and grow ✅? FEMA's Youth Preparedness Council was made for them! For more #YPC2021 info, visit: <https://bit.ly/3qb05RW>
- FEMA's Youth Preparedness Council is looking for young leaders who have helped their communities get more prepared for disasters. The application period is now open! <https://bit.ly/3qb05RW> #YPC2021 #youthprep



Press Release

FEMA is Now Accepting Applications for the National Youth Preparedness Council

The Federal Emergency Management Agency (FEMA) is committed to actively involving youth in preparedness-related activities through the Youth Preparedness Council (YPC). YPC members are students in grades 8 through 11 who are selected to support disaster preparedness and make a positive impact on their communities. The 2021 YPC is now open for applications. The YPC is an opportunity for young leaders to engage with FEMA and provide their perspectives, feedback, and opinions related to preparedness, to grow their leadership skills, and to support the resilience of their communities.

YPC members are selected for two-year terms and are chosen based on their passion for preparedness and helping others, their involvement in their community, and their aptitude for working in a team and as a leader.

The online application opened on January 18, 2021, and students must complete their applications by March 7, 2021, 11:59 p.m. PST to be considered. Selected candidates will be notified in May 2021. Interested students can apply online at

<https://community.fema.gov/PreparednessCommunity/s/apply-to-ypc>

For more information about the Youth Preparedness Council or other youth-focused preparedness initiatives contact us at FEMA-Prepare@fema.dhs.gov.



Sample Email: Targeting Youth

Sending an e-mail blast about the YPC application period is an easy way to announce the release of the application, announce reminders, and solicit feedback. Feel free to use the below message as a starting point.

Become a Member of the Youth Preparedness Council

Are you a young leader who is passionate about making a positive impact on your community and developing skills to elevate your academic endeavors and career? The Federal Emergency Management Agency (FEMA) is committed to actively involving students like you in preparedness-related activities through the Youth Preparedness Council (YPC). Apply to join the YPC for a two-year term, in which members take on projects on both a local and national level to make a difference in their communities.

How Does the YPC Work?

YPC members meet with FEMA leadership throughout their term to develop strategies, initiatives, and projects that aim to promote preparedness in communities. Also, YPC members attend the annual YPC Summit, where they interact with FEMA representatives and elected officials and drive emergency preparedness projects. Please note, the 2021 YPC Summit will be conducted virtually. Learn more about the projects YPC members have worked on [here](#).

Why Should You Apply?

The YPC provides an opportunity for you to make a difference in your community and build invaluable experiences to prepare you for college and beyond. It would also look great on a college application!

If you are ready to collaborate with peers and improve your leadership and project management skills, apply today!

How to Apply?

The YPC application period is currently open and closes on March 7, 2021, at 11:59 p.m. PST. Students in grades 8 through 11 are eligible to apply. To learn more about the YPC and application requirements, visit our [website](#). And click the following link to [apply](#)!



Sample Email:

Targeting Parents and Educators

Sending an e-mail blast about the YPC application period is an easy way to announce the release of the application, announce reminders, and solicit feedback. Feel free to use the below message as a starting point.

FEMA Now Accepting Youth Preparedness Council Applications

Do you know a young leader who is passionate about making a positive impact on their community? The Federal Emergency Management Agency (FEMA) is looking for students in grades 8 through 11 interested in supporting disaster preparedness and making a difference in their communities to join the Youth Preparedness Council (YPC). During their two-year terms on the council, members will take on projects at both a local and national level and develop their leadership and project management skills.

Why Is It Important for Youth to Apply?

The youth of today are integral to building prepared communities of the future. By applying to and joining the YPC, youth will have the opportunity to become influential change agents in their community.”

“FEMA is committed to actively involving youth in preparedness-related activities through the YPC. By applying to and joining the YPC, youth will have the opportunity to build preparedness and become change agents in their community.

How Does the YPC Work?

YPC members meet with FEMA leadership throughout their term to develop strategies, initiatives, and projects. Also, YPC members attend the annual YPC Summit, where they will meet with FEMA representatives and complete emergency preparedness projects. Please note, the 2021 YPC Summit will be conducted virtually. Learn more about the projects YPC members have worked on here.

What Is FEMA Looking For?

Students in grades 8 through 11 who have a passion for preparedness and helping others, are involved in their community, and have an aptitude for working in a team and as a leader.

Spread the Word!

You can spread the word by sharing information about the YPC with parents, educators, schools, organizations, and reaching out to friends and family! Do you know a student who would make a great candidate? Encourage them to apply today!

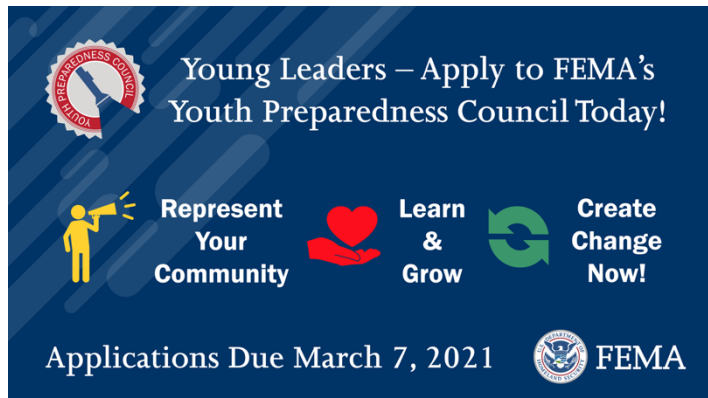
How to Apply?

The YPC application period is currently open and closes on March 7, 2021, at 11:59 p.m. PST. To learn more about the YPC and application requirements, visit our [website](#) and click the following link to [apply](#)!



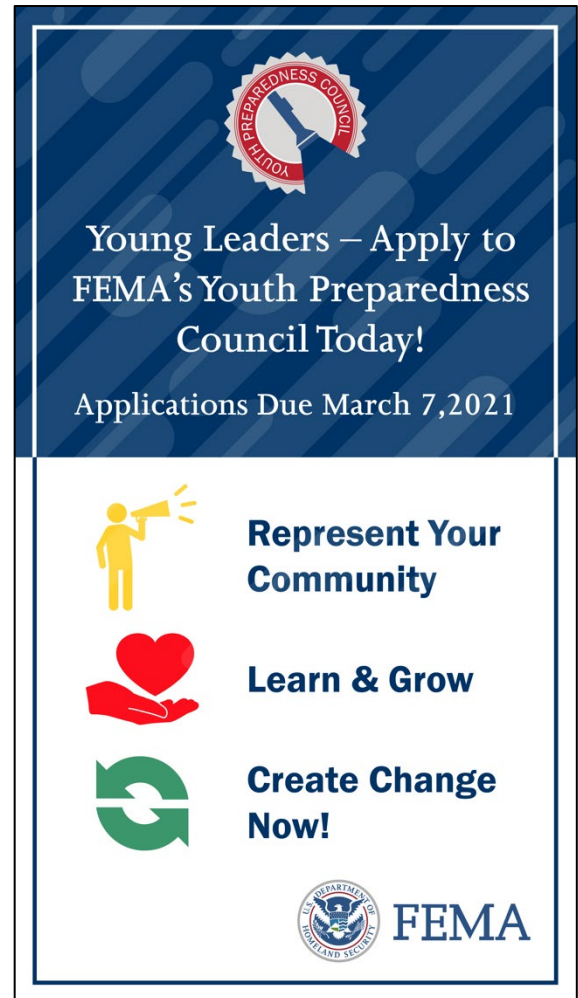
Graphics: Social Media Posts

The following images can be used for posts on Facebook, Instagram, Twitter, and LinkedIn. Refer to the previous “Sample Social Media” pages for captions to pair with these posts. Don’t forget to include the hashtag **#YPC2021!**



Graphics: Social Media Stories

The following images can be used for story posts on Facebook, Instagram, and LinkedIn. Consider tagging @FEMA to direct your story viewers to links and resources from FEMA. You can also include the hashtag #YPC2021.



What is the YPC?

The Youth Preparedness Council brings together young leaders interested in supporting disaster preparedness and making a difference in their communities by completing disaster preparedness projects nationally and locally. The YPC supports FEMA's commitment to involving America's youth in preparedness-related activities. Additionally, it provides FEMA the opportunity to engage young people and solicit their perspectives, feedback, and opinions.



Why should students apply to the YPC?

Not only does the YPC provide an opportunity for students to make a difference in their community, but it also allows them to build invaluable experiences that help prepare them for college and a professional career. Students can expand the scope of their skills, from leadership to project management, by applying them to impactful projects and collaborating with like-minded peers.

Are certain portions of the application weighed more heavily than others?

No, FEMA will review an applicant's entire application to assess if they will be a good fit for the YPC. No one section is more important than another, and we hope to build a group of members with unique skills and attributes to collaborate.

When will applicants be notified of selection?

FEMA will notify applicants of their selection by May 2021.

What is the level of commitment?

YPC members serve two-year terms on the council. YPC members meet with FEMA staff throughout their term to provide input on strategies, initiatives, and projects. YPC members also attend the annual YPC Summit in Washington, DC, meet regularly with FEMA representatives, and complete several emergency preparedness projects. Please note, the 2021 YPC Summit will be conducted virtually.

Are there other opportunities for youth outside the YPC?

YES! FEMA and ICPD have several programs and opportunities for youth to get involved in emergency management and preparedness. Visit ready.gov/kids for information and resources on youth programs.

Have more questions?

Visit our YPC page: ready.gov/kids/youth-preparedness-council

