accessible earth  
diy Campaign toolkit

Earth Day is a unifying gathering that brings together all walks of life to celebrate our planet, activate change, and work together to build an abundant future.

Ability Tools and the Disability Organizing Network is looking at how we can work collaboratively to ensure that this abundant future is also accessible for people with disabilities.

In 1987, the United Nations defined “development with sustainability” as something that “meets the needs of the present without compromising the ability of future generations to meet their own needs."

The [California Assistive Technology Reuse Coalition (CATRC)](\\\\cfilc-dfs-03\\CFData\\Programs\\Ability Tools\\Reuse Policy & Procedure Manaual\\Accessible Earth Toolkit\\californiareuse.org) is helping to meet the needs of Californians with disabilities by providing previously-owned equipment at little or no cost. In doing so, CATRC is also helping to reduce harm to the environment by:

* Preventing additional waste in landfills;
* And reducing the need for additional manufacturing, which contributes to [a carbon footprint](https://www.youtube.com/watch?v=8q7_aV8eLUE).

## About the Toolkit

The Accessible Earth Toolkit serves as a starting point for disability advocates (whether part of an Independent Living Center or not) to create or join existing Earth Day events in your area.

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# Ideas for celebrating accessible earth day

* **Participate in your local Earth Day event in your area.** (Ex: [Whole Earth Festival in Davis](https://wef.ucdavis.edu/get-involved/apply/))
  + Table a booth and provide tips on accessibility and more information on the CATRC program.
  + Demonstrate the use of assistive technology (AT) devices.
  + Provide an opportunity to collect donations of gently-used AT devices. (You can also provide the list of locations drop off donations.)
* **Create your** [**own Earth Day Event**](https://www.earthday.org/wp-content/uploads/2019-Earth-Day-Action-Toolkit-Final.pdf).
  + **Host a ‘Fix-a-thon’.** A fix-a-thon is an event where AT devices are brought to a predetermined location and fixed on the spot.
  + **Host a panel discussion.** Invite experts on conservation and accessibility to speak. This could be in-person and/or online.
  + **Sponsor a poster contest**. Ask contestants to make connections between disability accessibility and conservation.
  + [**Host a Twitter Chat**](https://blog.hootsuite.com/a-step-by-step-guide-to-twitter-chats/). Spark conversations online (and get people excited about Accessible Earth Day!)

## Planning Tips

* [A Planning Guide for Making Temporary Events Accessible to People With Disabilities](https://adata.org/publication/temporary-events-guide)
* Partnering with Local Businesses ([Disability Organizing Network’s Tips on Partnering](http://disabilityorganizing.net/uploads/donet-disability-access-and-conservation-factsheet.pdf))

# Planning An Earth Day Event

## Brainstorming

### What are you hoping to accomplish?

* How do you want to promote the CATRC?
* How do you want to promote your organization?
* How do you want to build bridges between the Disability community and the environmentalists, business owners, and/or schools, etc… in your local area?

### Who should be involved?

IN MY COMMUNITY

* Make a list of organizations. Who in your community has a successful event that you’d like to join in organizing (whether it’s around environmental issues or disability rights)?
  + Prepare ways that you can work together to build a partnership.
  + Where is their primary service area, and how does this compare to your service area?
* What makes the organization(s) you’ve listed successful? (For example, the answer may be that they have an already well-attended Earth Day event.)
  + What are the top three to five things that they do that make you want to partner with them?
  + What resources does this potential partner have that will help build my organization and theirs?
  + What is the “niche” skill or service that is making the difference? (Are they the experts in environmental issues in your area)?

MY TEAM

* What does your organization bring to the table? List available resources. (This could be staff skills, equipment, contacts, online network, etc…)
  + For example, if you have a staff member or contact to a manufacturer who repairs assistive technology (AT) devices, consider having a ‘Fix-a-thon’ – (A fix-a-thon is an event where AT devices are brought to a predetermined location and fixed on the spot.)
* Who at your organization can reach out to begin the discussion of collaboration/partnership possibilities?

### How

* How are you going to implement these new ideas and strategies?
* How are you going to make sure that this event/campaign is going to be successful?

## Planning

### Where

* Where will you do your first meeting (in-person, telephone or web)?
* If you are creating your own Earth Day event, where will you have your event? (Indoors? Outdoors?)
  + What venues are accessible for people with disabilities?

### When

Considerations for determining the time and date of your event:   
(Additional guidance in the ‘Timeline’ section.)

* Choose a date far enough in advance to give you ample time to prepare.
* Consult with your local chamber of commerce and be aware of conflicting local events.
* Consider holding your event during Earth Month (April) or on/near Earth Day (April 22nd).

### Next Steps

* What are the next steps?
* When should the next steps be completed by?
* Make assignments to build a next step.

# Sample Event Checklist & TimeLine

## Brainstorm – 4 to 6 months before potential event

* Brainstorm/research potential partnerships with local Earth Day event organizers.
* Determine activities for the event (panel of speakers, AT demo, fix-a-thon, recycle event – collecting device donations, etc…)
* Develop Earth Day Theme Ideas (slogan, tagline, brochure, etc...)
* Distribute flyer (via email and social media).
* Determine who will staff the event (advocates, staff, volunteers, etc…)
  + Will multilingual staff be needed? ASL interpreters?
* Determine event date
  + Send out a save-the-date to your network(s).
  + Develop flyer for distribution.
    - Make sure it’s in an accessible format.

Start Date \_\_\_\_\_\_\_\_\_ Target Finish Date \_\_\_\_\_\_\_\_

## Plan – 10 Weeks before Event Day

* Recruit new organizations to join the [California Assistive Technology Reuse Coalition (CATRC)](file:///\\cfilc-dfs-03\CFData\Programs\Ability%20Tools\Reuse%20Policy%20&%20Procedure%20Manaual\Accessible%20Earth%20Toolkit\californiareuse.org) by encouraging them to complete a coalition join form.
* Prepare info to distribute via community calendar posting.
* Social Media Planning:
  + Determine hashtag(s) to be used consistently throughout campaign.
  + Create a Facebook event.
  + Have other orgs share the Facebook event.

Start Date \_\_\_\_\_\_\_\_\_ Target Finish Date \_\_\_\_\_\_\_\_

## Promote – 6 to 8 Weeks before Event Day

* Distribute event flyer through all possible networks.
* Encourage partner organizations to post event flyer on their website, in their offices and on their social media pages.
* Have (1-2) partners write a blog about Earth Day and distribute.
* Prepare Earth Day media advisory.
* If you plan to have a speaker, be sure to have bios for speakers and mention them in media materials and other social media posts.
* Develop media list: consider local media outlets as well as any media contacts who would be interested in your activity/event.

Start Date \_\_\_\_\_\_\_\_\_ Target Finish Date \_\_\_\_\_\_\_\_

## Prepare – 4 Weeks before Event day

* Connect with local community partners to ensure they’re on board.
* Make any accommodation requests for staff and attendees.
  + Consider travel arrangements.
  + Consider meals/snacks and water (especially if outdoors!)
* Secure/confirm wi-fi availability. Consider bringing a hotspot. (This is important for AT demos and live signups.)
* Post/share promotional material for your event via social media outlets weekly (Facebook, Twitter, Instagram and LinkedIn).
  + Share blogs, articles, graphic features.
* Distribute press release to print/broadcast outlets.
* Make arrangements for materials to be shipped to the venue if needed. Plan accordingly.
* Develop Volunteer Assignment Chart.
  + Designate Volunteer Captains.

Start Date \_\_\_\_\_\_\_\_\_ Target Finish Date \_\_\_\_\_\_\_\_

## Secure – 2 Weeks before Event Day

* Send volunteer confirmation emails.
* Connect with staff; confirm any accommodation requests.
* Prepare materials for shipping and return address labels.
  + Include packing tape for return shipment.

Start Date \_\_\_\_\_\_\_\_\_ Target Finish Date \_\_\_\_\_\_\_\_

## Check & Double Check – 1 Week before Event Day

* Confirm staff assignments.
* Confirm guest speakers.
* Confirm location reservation. Ensure any accommodations are received.
* Begin packing materials. For example:
  + Brochures, other information
  + Business cards
  + Demonstration equipment
  + Sign-up sheets
  + Promo items (branded swag, etc…)
* Redistribute media advisory to broadcast outlets.

Start Date \_\_\_\_\_\_\_\_\_ Target Finish Date \_\_\_\_\_\_\_\_

## Prepare – 2 Days before Event day

* Be sure to have a list of emergency contacts.
* Be sure to have a backup plan in case of cancellation/weather/travel.
  + Have a way to contact staff/attendees (Social media post, email, calls, etc…)
* Remind staff/participants to dress according to conditions (indoor/outdoor, climate considerations, casual/formal setting, etc…)
* Redistribute media advisory to broadcast outlets.

Start Date \_\_\_\_\_\_\_\_\_ Target Finish Date \_\_\_\_\_\_\_\_

## Launch – Event Day

* Be sure to have a list of contacts (event organizer contacts, staff/volunteer contacts, registered attendees, etc…)
* Be sure to have a backup plan in case of cancellation/weather/travel.
  + Have a way to contact staff/attendees (Social media post, email, calls, etc…)
* Redistribute media advisory to broadcast outlets.
* Make sure you have all the materials you need.
* Check wi-fi connection.
* Share on social media, live if possible.
* Get feedback from people; and take notes to improve for next year.

Start Date \_\_\_\_\_\_\_\_\_ Target Finish Date \_\_\_\_\_\_\_\_

## Acknowledge – After Event Day

* Celebrate with your team.
* Send thank you cards, letters to partners, sponsors, venues, etc…
* Use social media to thank partners, sponsors, venues, etc… [tag the organizations by name](https://www.dummies.com/social-media/facebook/how-to-tag-facebook-friends-and-business-pages/).
* Send out a [post-event survey](https://www.eventbrite.com/blog/how-to-create-an-insightful-post-event-survey-ds00/).
* Debrief with your team. Take notes to improve for next year.

# Sample Invitation Email

How do you create the perfect email? The short answer: there is no such thing. However, there is such a thing as crafting the best possible email for the given objective. This should be the goal when creating event invitation emails to promote your Earth Day event.

The two examples of invitation letters are just a starting point. Be sure to tailor the language to fit the event as well as your organization’s communication style.

## To general public

Subject: Invitation to Accessible Earth Day

Hello [Name],

April is Accessible Earth Month. [Your Organization Name] is excited to partner with [organizations] to build a more accessible and sustainable environment in [region/city].

Join us on Saturday, April 20nd to learn how the California Assistive Technology Reuse Coalition is making Earth Day accessible for all! We are inviting local organizations, agencies, businesses and individuals sharing these common ideals and interests to join us in addressing sustainable practices with accessibility in mind.

This event will be a free and open to the public. Please help us spread the word on social media: [link to Facebook event]

Event: Accessible Earth Day  
Date: Saturday, April 20nd, 2020  
Time: 10:00 a.m. to 2:00 p.m.  
Location: City Hall  
 Street Name  
 City, CA Zip Code

Register Today! [Hyperlink to registration]

* [List activities] Bring your broken assistive technology devices to be repaired during our fix-a-thon
* Check out demonstrations of [accessible gardening equipment](https://calagrability.sf.ucdavis.edu/)
* Get information on free and low-cost devices
* Bring your kids for educational Earth Day games and activities

We hope that you will consider joining us at our Accessible Earth Day celebration. If you have any questions or accessibility requests, please feel free to give us a call or send us an email.

See you on Earth Day!

Sincerely,

[Your Name]  
[Your Organization]

## To Elected Official

[YOUR NAME]  
[YOUR STREET ADDRESS]  
[YOUR CITY, STATE, ZIP]  
[YOUR TELEPHONE NUMBER]  
[YOUR EMAIL ADDRESS]

[DATE]

The Honorable Anthony Rendon  
Speaker of the California Assembly  
The Honorable Kevin de León  
President pro Tempore of the California Senate  
State Capitol Building   
Sacramento, California 95814

Re: Please join us for an Accessible Earth Day Celebration

Dear Speaker Rendon and President pro Tempore de León:

[In the first sentence, directly state your request.] I am writing to ask Speaker Rendon and President pro Tempore de León to join us in celebration of Accessible Earth Day.

[In the second paragraph, describe Accessible Earth Day.] Earth Day is a unifying gathering that brings together all walks of life to celebrate our planet, activate change, and work together to build an abundant future. [Your Organization] is working to ensure that this future is accessible for people with disabilities.

[In the third paragraph, briefly tell why Accessible Earth Day is important to you and other people with disabilities. A short personal story is more compelling than a standard form letter. Be sure your letter doesn’t go past 2 pages.] I support Accessible Earth Day because I am a person with a disability, and I care about the environment. Recently, I learned about partnerships with businesses and the Disability community to develop solutions that reduce waste while still providing access to people with disabilities.

[Offer a fact sheet and say thank you.] Please find a fact sheet attached with more information on our Accessible Earth Day festivities. Thank you in advance for your consideration and support.

Respectfully,

[YOUR NAME]

# Inviting media

A media advisory is like an invitation to your local newspapers, radio stations, and TV outlets.

[How to Write A Media Alert](https://nonprofitmarcommunity.com/how-to-write-a-media-alert/). A well-prepared media alert can help you get the attention of the right people at the right time.

[Guidance on How to Get Media Attention](https://www.nonprofitmarketingguide.com/blog/2016/05/12/5-ways-to-get-the-media-to-cover-your-next-event/).

A news release is a more in-depth way to share information to local media. [Tips on Writing a News Release](https://www.adaanniversary.org/tips_news_release).

## Sample Media Advisory

Accessible Earth Day Celebration

[Organization] of [City] to hold its annual Earth Day celebration, [Event Name]. Every year, [Event Name] brings together all walks of life to celebrate our planet, activate change, and work together to build an abundant future.

This year, [City] advocates are looking at how to ensure that we build this abundant future in a way that

Mayor Jan O’Connell will kick off a day of activities that include compost demonstrations, solar and wind company representatives, and local Johnsville High School science teachers giving presentations on the latest climate science.

WHO Maya D. Mayor, Mayor of [City]

Bizz Ness Owner, CEO of [Company]

[Name], Disability Advocate

WHEN Saturday, April 20, 2019

WHERE [Venue address]

FOR MORE [Event website]

CONTACT [Name] for more information at: [Direct phone number with area code]

# # #

# Social Media Guidance

## Ideal Timeline

Social media management sites like Hootsuite and [Buffer](file:///\\cfilc-dfs-03\CFData\Programs\Ability%20Tools\Reuse%20Policy%20&%20Procedure%20Manaual\Accessible%20Earth%20Toolkit\Free%20sites%20like%20Hootsuite%20and%20Buffer%20allow%20you%20to%20schedule%20social%20media%20posts%20ahead%20of%20time.%20Buffer%20now) allow you to schedule social media posts ahead of time for free. Buffer now gives users the option of uploading alternative text to images for screen readers.

* At 6-8 weeks prior to the event or as soon as details are finalized, [create a Facebook Event Page](https://www.facebook.com/help/210413455658361?helpref=about_content).
  + Creating a public event will make it easier for people in your area to learn about it without being a part of your regular network.
* Every week leading up to the event, be sure to post promotional messages.
  + Keep it interactive by asking questions and engaging your followers.
  + You may want to share videos or photos that promote what the public can expect to see at your event. (i.e. device demonstrations; AT fix-a-thon footage, etc…)
* The week before the event, start to post information daily. Remind people the day before and the morning of the event.

## Sample Tweets

This #EarthDay, we are learning to be more mindful of making accessibility for people with disabilities more #sustainable. Learn more: [link to info] #AccessibleEarthDay

Let’s keep the Earth healthy AND #accessible for people with disabilities! Join [your org] for an #AccessibleEarthDay: [link to info]

#Accessibility means meeting everyone’s needs. #Sustainability means making sure that we meet today’s needs without depleting tomorrow’s resources. #AccessibleEarthDay: [link to info]

Did you know that plastic straws are often a necessity for people with disabilities? Check out the findings of the straw report done by the @DOnetworkorg in partnership with the Monterey Bay Aquarium.

http://disabilityorganizing.net/uploads/donet-disability-access-and-conservation-factsheet.pdf

## Sample Facebook Posts

This #EarthDay, [your org. name] is learning to be more mindful of making accessibility for people with disabilities eco-friendlier. Learn more: [link to information.]

Did you know that plastic straws are often a necessity for people with disabilities? Check out the findings of the straw report done by the Disability Organizing Network in partnership with the Monterey Bay Aquarium: <http://disabilityorganizing.net/uploads/donet-disability-access-and-conservation-factsheet.pdf>

Let’s keep the Earthy healthy AND accessible for people with disabilities! Join [your org]’s movement for an #AccessibleEarthDay: [link to info]

#Accessibility means meeting everyone’s needs. #Sustainability means making sure that we meet today’s needs without depleting tomorrow’s resources. #AccessibleEarthDay: [link to info]

## Weekly Themes

1. Disability Access & a Healthy Planet – Introducing ‘Accessible Earth Month’
   1. [Resources/Tips for reuse](http://abilitytools.org/blog/reuse-programs-help-more-than-just-mother-earth/) – reducing carbon footprint
   2. Other helpful [Earth Day tips](https://www.earthday.org/earth-day-tips/)
   3. [Impacts of Climate Change on human health](https://health2016.globalchange.gov/#figure-171), particularly in marginalized communities

* Heat related deaths and illnesses
* Wildfires that lead to cardiovascular and respiratory illnesses and issues related to disaster relief for people with disabilities
* Flooding that leads to drowning, injuries, and other illnesses and issues related to disaster relief for people with disabilities

1. Straw Access – Partnering with Local Businesses
   1. Sharing the [DOnetwork Report link](http://disabilityorganizing.net/uploads/donet-straw-report-012319-ACCESSIBLE.pdf)
   2. Sharing [Fact Sheet/Tips](http://disabilityorganizing.net/uploads/donet-disability-access-and-conservation-factsheet.pdf)
   3. Sample letter for local business
2. Earth Day Event Coverage
   1. Promote your event
   2. Share live video, if accessible  
      [How to use Facebook Live](https://blog.hubspot.com/marketing/facebook-live-guide)
3. Disaster Resources
   1. Make connections between climate change and increase in natural disasters
   2. Share [CA Disaster Coalition](http://abilitytools.org/services/reuse-programs.php) - resource list of local reuse centers (by county)
      * Connecting with resources during a disaster and to how to be part of the relief effort (reuse)- [CA community network](https://www.caloes.ca.gov/cal-oes-divisions/access-functional-needs/california-community-network); [CalOES Regional Contacts](https://www.caloes.ca.gov/cal-oes-divisions/access-functional-needs/oafn-web-map); [Red Cross](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/disaster-safety-for-people-with-disabilities.html))
   3. Map for Community Network: [California Access and Functional Needs Web Map](https://www.caloes.ca.gov/cal-oes-divisions/access-functional-needs/oafn-web-map)

## Helpful Links

* [How to make posts accessible for people with disabilities](https://www.at3center.net/Content/EOCONTENTMEDIACENTER/documents/ICT/ICT%20Accessibility%20Workshop%20Materials/AT3%20ATIA%20A11Y%20Bad%20PDF.pdf). (From AT3)
  + Adding Alternative Text to [Facebook](https://www.facebook.com/help/214124458607871?helpref=faq_content)
  + Adding Alternative Text to [Instagram](https://help.instagram.com/503708446705527)
  + Adding Alternative Text to [Twitter](https://help.twitter.com/en/using-twitter/picture-descriptions)
  + Adding Alternative Text to [LinkedIn](file:///\\cfilc-dfs-03\CFData\Programs\Ability%20Tools\Reuse%20Policy%20&%20Procedure%20Manaual\Accessible%20Earth%20Toolkit\o%09https:\www.linkedin.com\learning\teaching-techniques-making-accessible-learning\add-alt-text-to-images)
* [Always Up-to-Date Guide to Social Media Image Sizes](file:///\\cfilc-dfs-03\CFData\Programs\Ability%20Tools\Reuse%20Policy%20&%20Procedure%20Manaual\Accessible%20Earth%20Toolkit\Always%20Up-to-Date%20Guide%20to%20Social%20Media%20Image%20Sizes) (From Sprout Social)
* [What is a hashtag?](https://mashable.com/2013/10/08/what-is-hashtag/) (From Mashable) A hashtag is a word or group of words with a pound sign (or hash) in front of it that turns any word or group of words that directly follow it into a searchable link.
* [The Revolution Will Be Tweeted](https://www.youtube.com/watch?v=MiiYAp2ev5I) – Social Media basics webinar produced by CFILC.

# After the Event

Congratulations on a successful Accessible Earth Day! Organizing an event/campaign is hard work, but don’t forget the next steps:

## Acknowledge

Be sure to acknowledge your team and celebrate.

Don’t forget to recognize everyone who made the event possible. Send thank you cards, letters to partners, sponsors, venues, etc… anyone who helped make the event happen.

Use social media to thank partners, sponsors, venues, etc… be sure to [tag the organizations by name](https://www.dummies.com/social-media/facebook/how-to-tag-facebook-friends-and-business-pages/). This will help your social media page get more attention as well!

## Evaluate

If it’s appropriate, hand out evaluations for attendees to complete at the event. If not, be sure to send out a [post-event survey](https://www.eventbrite.com/blog/how-to-create-an-insightful-post-event-survey-ds00/).

## Debrief

Be sure to [debrief](https://www.eventmanagerblog.com/how-to-debrief-your-event) with your team. Meet with your team (and your organizational partners if possible) to talk about how the event/campaign went. Take notes to improve for next year. [Helpful guide to debriefing after an event](https://www.eventmanagerblog.com/how-to-debrief-your-event).

# Additional Resources

## earth day

[Earth Day Campaigns](https://www.earthday.org/campaigns/endangered-species/earthday2019/) (Earth Day Network)

[Earth Day](https://www.epa.gov/earthday) (US Environmental Protection Agency)

## Climate Change Data

[Data from US Climate Resilience Toolkit](https://www.data.gov/climate/) (Data.gov)

[Climate Change and Disability](https://wid.org/category/climate-change/) (World Institute on Disability)

## Disaster Relief resources

[California Access and Functional Needs Web Map](https://www.caloes.ca.gov/cal-oes-divisions/access-functional-needs/oafn-web-map) (CalOES)  
An interactive, GIS-based tool to assist emergency managers in identifying, locating and deploying access and functional needs (AFN) related assets and resources during all phases of emergencies through the California Governor’s Office of Emergency Services (Cal OES).

* [CA community network](https://www.caloes.ca.gov/cal-oes-divisions/access-functional-needs/california-community-network)
* [CalOES Regional Contacts](https://www.caloes.ca.gov/cal-oes-divisions/access-functional-needs/oafn-web-map)

[Disaster Safety for People with Disabilities](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/disaster-safety-for-people-with-disabilities.html) (Red Cross)  
Create an emergency plan that addresses your needs, including planning ahead, back-up plan, and evacuation plan.

[Disaster Assistance Improvement Program](https://www.disasterassistance.gov/about-us/overview) (DAIP)

DAIP was created in response to President George W. Bush issued Executive Order 13411 in 2006. DAIP’s goal is to improve survivor access to disaster information and make applying for disaster assistance easier. The Federal Emergency Management Agency (FEMA), under the Department of Homeland Security (DHS), acts as the managing partner.