



National Emergency Management Awareness Month

Emergency Management Participation Calendar

National Emergency Management Awareness Month is an opportunity to increase public understanding of emergency management and the professionals who help communities prepare for, respond to, recover from, and reduce the impacts of disasters.

This participation calendar is designed to help emergency managers share their stories, engage their communities and organizations—from local, state, tribal, territorial, and federal government agencies to businesses, healthcare systems, schools and universities, nonprofit organizations, and many other sectors—and highlight the importance of emergency management through simple, meaningful actions throughout August. Whether you participate for one day or the entire month, every conversation, post, and outreach effort helps raise awareness of our profession and the vital role it plays in building safer, more resilient communities.

Use this resource as inspiration to engage your community, connect with local leaders and partners, and help tell the story of emergency management.

Ways to Use This Resource

- Participate for a day, a week, or throughout the entire month.
 - Adapt activities to fit your community and organization.
 - Share your story and showcase the impact of emergency management.
 - Engage community members, partners, and elected officials.
 - Recognize the people and partnerships behind preparedness and resilience.
 - Use the calendar to inspire social media posts, outreach, and advocacy efforts.
 - Invite others to join the conversation and celebrate the profession.
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2026 Participation Calendar

Use this calendar to inspire conversations, outreach, and advocacy that highlight the value of emergency management and the people behind it.

Week 1

Monday, Aug. 3	Tuesday, Aug. 4	Wednesday, Aug. 5	Thursday, Aug. 6	Friday, Aug. 7
<i>Download & Review Resources.</i> Access the 2026 Social Media Kit and other campaign resources on the National Emergency Management Awareness webpage.	<i>The Human Narrative.</i> Post a personal story on Facebook or Instagram that details a specific incident in which emergency management directly translates into community safety.	<i>Proclamation Request.</i> Submit an official request to your city council or county commission for a formal proclamation declaring August as Emergency Management Awareness Month, framing EM as a core pillar of the public safety team.	<i>Elected Official Outreach.</i> Send a personalized email to your local state representative's or senator's staff using the updated GAC public comment script, inviting them to tour your facilities later this month.	<i>Behind-The-Scenes Tour.</i> Post a high-quality video "short" or photo carousel that shows your Emergency Operations Center (EOC) or field command vehicles, and use non-technical language to explain how these assets keep your community safe.

Week 2

Monday, Aug. 10	Tuesday, Aug. 11	Wednesday, Aug. 12	Thursday, Aug. 13	Friday, Aug. 14
<i>Grant Spotlight.</i> Share the official IAEM infographic regarding EMPG or BRIC success stories on your personal and agency public social channels. Tag local leaders to highlight regional impacts.	<i>Capacity Building.</i> Send an elected official a brief message explaining one emergency management program or service that benefits your community.	<i>Public Safety Integration.</i> Write a post or share an image emphasizing how your office collaborates directly with law enforcement, fire services, and EMS during a crisis, explicitly showing emergency management as a peer in	<i>Community Network Check.</i> Share a public-facing post on local community forums (e.g., Nextdoor, local Facebook groups) that outlines simple steps families can take to prepare, bridging professional expertise and everyday residents' needs.	<i>Civic Group Outreach.</i> Reach out to a local civic organization (e.g., Rotary Club, Kiwanis) to offer a short, non-jargon public safety briefing or presentation for their upcoming meetings.

Week 3

Monday, Aug. 17	Tuesday, Aug. 18	Wednesday, Aug. 19	Thursday, Aug. 20	Friday, Aug. 21
<i>Interactive Engagement.</i> Use your public social platforms to host "Ask Me Anything" interactive polls or videos focusing on emergency management and how community stakeholders work together.	<i>The Reality of Response.</i> Share a post detailing the exact costs associated with deploying resources during a real-world disaster, highlighting how sustained administrative funding underpins immediate operational readiness.	<i>Advanced Advocacy.</i> Invite an elected official to recognize National Emergency Management Awareness Month by sharing a message of support for emergency managers and the communities they serve.	<i>Public Safety Value Pitch.</i> Draft and pitch a short, public-oriented letter to the editor or an op-ed to your local newspaper explaining the tangible community benefits of proactive mitigation and disaster planning.	<i>Community Resilience Spotlight.</i> Share a high-impact narrative or photo carousel on social media that highlights a successful, coordinated recovery or preparedness effort.

Week 4

Monday, Aug. 24	Tuesday, Aug. 25	Wednesday, Aug. 26	Thursday, Aug. 27	Friday, Aug. 28
<i>Public Proclamation Follow-Up.</i> Share a photo of your local government's official NEMAM proclamation (if approved) or post a public thank-you to local commissioners for supporting the public safety team.	<i>The Legislative Push.</i> Use the GAC-refined script to call or email your federal legislators, emphasizing the critical return on investment for nationwide emergency management funding.	<i>Partner Appreciation.</i> Tag your local non-governmental organization (NGO) partners, voluntary organizations active in disaster (VOADs), and private sector stakeholders in a post highlighting unified community resilience.	<i>Continuous Improvement.</i> Submit any qualitative feedback or engagement metrics from your local campaign to IAEM leadership during the closeout phase.	<i>Future Force.</i> Post an inspiring message aimed at the next generation of public safety professionals, highlighting why emergency management is an impactful, vital career path.

Monday, August 31: Campaign Closeout. Post a final "Thank You" message to your community members, civic partners, and elected officials who engaged with your office throughout the month.