



Promotional Kit for National Emergency Management Awareness Month 2026

August is [National Emergency Management Awareness Month](#). Led by the International Association of Emergency Managers (IAEM), this campaign raises awareness of the emergency management profession and the vital role it plays in building resilient communities and organizations. This content promotes the launch of the National Emergency Management Awareness Month campaign. These messages can be shared on social media to help IAEM spread awareness. Please feel free to copy these messages directly or use them as inspiration for an original post.

Throughout the month of August, emergency managers and their partners are invited to share stories, educate the public and decision-makers, and highlight the people, programs, and partnerships that strengthen preparedness, response, recovery, and mitigation.

This promotional kit includes:

- Sample social media messages.
- Social media graphics and hashtags.
- Sample emails and newsletter content.
- Messaging ideas for engaging stakeholders and community partners.

Your participation helps increase understanding of what we do every day and the true impact of our profession.

How to Use This Promotional Kit

The materials in this kit are intended to serve as a starting point for your participation in National Emergency Management Awareness Month.

The sample messages are intentionally broad to reflect the many roles, responsibilities, and sectors that make up the emergency management profession. We encourage you to tailor these materials to your organization, audience, and community by sharing stories that highlight your unique experiences, programs, partnerships, and impact.

Here are a few ways to use this resource:

- Share the provided graphics and sample messages on your social media channels.
- Customize the messaging to reflect your organization, sector, and community.
- Incorporate the sample emails and newsletter content into your communications.
- Highlight the people, programs, and partnerships that strengthen resilience.

- Educate the public and decision-makers about the value of emergency management.
- Encourage staff, partners, and stakeholders to share their own stories and experiences.

Remember that there is no single way to participate. Make it your own, because sharing your story can have a greater impact than you think.

Website

Please share this public-facing website to help educate the public on this campaign and emergency management: <https://www.iaem.org/KnowYourEM>

Hashtags

Use the campaign hashtags to join the conversation and help amplify awareness of the emergency management profession.

- #IAmEM
- #EMAwarenessMonth
- #KnowYourEmergencyManager

Social Media Graphics

Help spread the word about National Emergency Management Awareness Month by using the approved campaign graphics in your communications and social media posts.

[Graphics are available for download here.](#)

Sample Social Media Messages

Please use any of the following messages directly or use them as inspiration for your own posts. You can also repost any IAEM posts about National Emergency Management Awareness Month. If you create an original post, please tag IAEM:

- Facebook: <https://www.facebook.com/people/National-Emergency-Management-Awareness-Month-August-2025/61576541235064/>
- LinkedIn: <https://www.linkedin.com/showcase/national-emergency-management-awareness-month>
- Instagram: https://www.instagram.com/iaem_org/
- X: <https://twitter.com/iaem>

The following messages vary in length and can be adapted to fit your platform, audience, and organization. We encourage you to customize these messages to reflect your sector, community, and experiences in emergency management.

Short Sample Posts (X-Friendly)

- August is National Emergency Management Awareness Month. Emergency managers work year-round to reduce risk, strengthen resilience, and help people, businesses, and institutions prepare for and recover from disasters. Join us in recognizing the profession and why it matters.
- Emergency management happens at all levels and in all sectors. Emergency managers serve governments, healthcare systems, schools, nonprofits, businesses, and critical infrastructure every day. Help showcase the many faces of the profession this August.
- Before disasters, emergency managers prepare. During disasters, they coordinate. After disasters, they help people and organizations recover and rebuild. Take a moment this month to thank an emergency manager or share their story.
- Resilience doesn't happen by chance. It is built through planning, partnerships, and the work of emergency managers every day. Join in to recognize the people and partnerships that make preparedness and resilience possible.
- Emergency management looks different in every setting, but the mission remains the same: helping people and organizations understand risk, prepare for emergencies, and recover stronger. Share how emergency management makes a difference where you live and work.

Longer Sample Posts

- August is National Emergency Management Awareness Month, a time to recognize the professionals who work year-round to help people, businesses, and institutions prepare for and recover from disasters. Emergency management is more than disaster response. It is planning, coordination, mitigation, and recovery. Join us in recognizing the profession and the people behind the work.
- Emergency management happens at all levels and in all sectors. Emergency managers serve in government, healthcare, education, nonprofits, utilities, and the private sector. While their roles may look different, they share a common mission: helping people and organizations understand risk, prepare for emergencies, and recover stronger. Help us showcase the many faces of emergency management this month.
- Before disasters, emergency managers build plans, coordinate partners, and prepare for the unexpected. During disasters, they bring people and resources together to support response efforts. After disasters, they help communities and organizations recover and rebuild. National Emergency Management Awareness Month is an opportunity to recognize the work that happens before, during, and after every emergency.
- Resilience doesn't happen by chance. It is built through partnerships, planning, and investment. Every day, emergency managers work with government agencies, nonprofits, businesses, and community partners to strengthen preparedness and reduce risk. Join us in recognizing the people, programs, and partnerships that make resilience possible.
- Emergency management looks different in every community and organization. Some professionals coordinate response efforts for entire states, while others help protect hospitals, schools, businesses, or universities. This National Emergency Management Awareness Month, share your story and help others better understand the many ways emergency management makes a difference.

- When people think about disasters, they often think about the response, but that's not where it starts. Emergency management starts long before an emergency happens and continues long after it ends. Emergency managers identify risks, build partnerships, develop plans, coordinate training, and help communities and organizations recover and rebuild. National Emergency Management Awareness Month is an opportunity to recognize the work that often happens behind the scenes and the professionals who make it possible.
- Emergency managers are more than first responders. They are planners, coordinators, communicators, and problem solvers who help people and organizations navigate uncertainty. Every day, they bring together partners, resources, and expertise to reduce risk and strengthen resilience. This month, help us recognize the many roles emergency managers play and why their work matters.
- Every community and organization has unique risks and challenges. Emergency management is about understanding those risks and helping people prepare for what comes next. Whether they are supporting a hospital, a school district, a business, a nonprofit, or an entire community, emergency managers work to ensure people and services can continue when disasters strike. Share how emergency management makes a difference where you live and work.
- The work of emergency management touches nearly every aspect of our daily lives, often in ways we never see. Emergency managers help protect critical infrastructure, support continuity of operations, coordinate resources during crises, and guide recovery efforts after disasters. Their work strengthens the people, organizations, and systems we rely on every day. Join us in recognizing the profession during National Emergency Management Awareness Month.
- Behind every resilient community and organization are people working to prepare for the unexpected. Emergency managers cannot do this work alone. It takes strong partnerships with government agencies, businesses, nonprofits, healthcare organizations, schools, and community groups to build resilience. This August, help us celebrate the people, programs, and partnerships that make preparedness and recovery possible.

Sample Emails

General Email Sample:

Plan to Participate: National Emergency Management Awareness Month – August 2026

Dear NAME:

August is **National Emergency Management Awareness Month**. You are invited to participate.

During the month, emergency managers will:

- Educate local, state, tribal, territorial, and federal officials on the value emergency managers deliver to the communities they serve.

- Spotlight the emergency management profession to the public and the organizations it serves.
- Showcase the emergency managers working at all levels and in all sectors.

The International Association of Emergency Managers (IAEM) has provided tools to help guide your participation, including talking points and videos, to facilitate visits with officials.

Visit the [National Emergency Management Awareness Month web page](#) for more information.

Sincerely,
NAME

Sample Email to Local Press/Media

Subject: August 2026 – A Chance to Spotlight Emergency Management in Our Community

Dear NAME,

August 2026 is National Emergency Management Awareness Month. Spearheaded by the International Association of Emergency Managers (IAEM), this month-long campaign aims to raise awareness about the emergency management profession and the vital role emergency managers play in keeping our local communities safe. We hope your outlet can join us in this campaign.

As your local emergency management office, we are proud to protect and serve our community by preparing for, responding to, and recovering from all kinds of emergencies. During the month of August, we would like to highlight information for the community, including:

- What emergency management is.
- Why our profession matters.
- Emergency managers working at all levels and in all sectors.

We welcome the opportunity to collaborate with your team on a story or provide interviews, statistics, or visuals that help illustrate the impact of emergency management on our daily lives.

Visit the [National Emergency Management Awareness Month web page](#) for more information.

We look forward to your support.

Best Regards,
NAME
Title
Organization

Sample Email to Local Government Officials/Elected Leaders

Subject: National Emergency Management Awareness Month – Partnering for Community Resilience

Dear NAME:

I am writing to share that August is National Emergency Management Awareness Month. This effort is led by the International Association of Emergency Managers (IAEM), a nonprofit educational organization representing over 6,000 professional emergency managers worldwide. National Emergency Management Awareness Month will highlight the vital role of emergency management in safeguarding our communities, businesses, schools, organizations, and every sector in between.

Here in [JURISDICTION NAME], our office works year-round to serve and build resilience in our community by preparing for, responding to, and recovering from all kinds of emergencies.

Throughout August, this campaign will highlight:

- What emergency management is.
- What emergency management does for our community.
- Why our profession matters.
- Emergency managers working at all levels and in all sectors.
- The value that emergency management brings to all communities and organizations.

Our team would be honored to meet with you to discuss how emergency management makes a difference in your constituents' lives and how we can collaborate to spread this campaign's message.

Visit the [National Emergency Management Awareness Month web page](#) for more information.

Thank you for continuing to partner with us to keep [JURISDICTION NAME] safe and resilient.

Sincerely,
NAME
Title
Organization
Contact Information

Sample Email to Local Stakeholders/Community Partners

Subject: Help Us Recognize National Emergency Management Awareness Month – August 2026

Dear NAME:

We invite your organization to join us in recognizing National Emergency Management Awareness Month this August.

This new campaign, led by the International Association of Emergency Managers (IAEM), a nonprofit educational organization representing over 6,000 professional emergency managers worldwide, aims to spotlight the essential role of emergency management in protecting our communities and organizations.

Emergency managers play a vital role in safeguarding our community, and we believe working with partners like you can make us stronger. Throughout the month of August, this campaign will highlight:

- What emergency management is.
- Why our profession matters.
- The value emergency management brings to all communities and organizations.

We encourage you to help us amplify this message by highlighting National Emergency Management Awareness Month in your communications or sharing content on social media.

IAEM has compiled helpful resources, talking points, and promotional kits to help raise awareness about this campaign. As we approach August, we will have more to share with you.

Visit the [National Emergency Management Awareness Month web page](#) for more information and promotional kits.

We look forward to your support.

Best Regards,

NAME

Title

Organization

Contact Information

Sample News Brief Articles for Newsletters

Welcome to National Emergency Management Awareness Month: August 2026!

This August is the second annual **National Emergency Management Awareness Month**. The International Association of Emergency Managers (IAEM) encourages all emergency managers to use the month to:

- Educate local, state, tribal, territorial, and federal officials on the value emergency managers deliver to the communities they serve.
- Spotlight the emergency management profession to the public and the organizations it serves.
- Showcase the emergency managers working at all levels and in all sectors.

IAEM has provided tools, including talking points and videos, to facilitate visits with officials and educate the public. Mark the month on your calendar and watch for information from IAEM's Community and Member Engagement Committee and Government Affairs Committee.

Visit the [National Emergency Management Awareness Month web page](#) for more information.

August 2026: National Emergency Management Awareness Month

The International Association of Emergency Managers (IAEM) invites you to participate in **National Emergency Management Awareness Month** this month.

August is dedicated to:

- Educating government officials at all levels on the virtual role of emergency management.
- Highlighting the profession's impact on public safety and community resilience.
- Helping the public understand what emergency management is and why it matters.

IAEM has created communication tools, including talking points, videos, and promotional kits, to help you effectively engage with the public and your local officials.

Visit the [National Emergency Management Awareness Month web page](#) for more information.