**Promotional Language – National Emergency Management Awareness Month**

**Campaign Launch Content**

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.

**Social Media Graphics**

Help spread the word about National Emergency Management Awareness Month. These are the approved social media graphics.

“This Month is National Emergency Management Awareness Month” social media graphics are available for download[here](https://drive.google.com/drive/folders/1t1dT061ysu5qlML3caRdgyGKOvzvwjOL?usp=sharing).

**Hashtags**

* #IAmEM
* #EMAwarenessMonth
* #KnowYourEmergencyManager

**Website**

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

**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 posts about the National Emergency Management Awareness Month made by IAEM. 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>

*Sample Social Media Messages*

* Whether preparing for a natural disaster or assisting communities and organizations in their recovery efforts, emergency management is crucial for maintaining our safety and security. This August is National Emergency Management Awareness Month. We need your voice in spreading awareness about our profession. Help us by sharing YOUR story!
* What happens if emergency managers aren’t there? Without proper funding, planning, and preparedness, our communities and organizations become vulnerable and more susceptible to risks. August is National Emergency Management Awareness Month. This month exists to promote the critical role that emergency management plays at all levels and sectors. Help us share the story of Emergency Management! Together, we can make a difference.
* National Emergency Management Awareness Month is this month. Help spread the word about how emergency managers at all levels and in all sectors keep us safe.
* This month, IAEM is shining a light on the unsung heroes of emergency management during National Emergency Management Awareness Month. During any disaster, emergency managers at all levels and in all sectors are the key to building resilience. Help us raise awareness about the importance of our profession by participating in National Emergency Management Month!
* National Emergency Management Awareness Month is this month. It will be a month of reflecting on the importance of investing in and utilizing all levels and sectors of the emergency management field. As we spotlight our profession this summer, we encourage all emergency managers to share stories and experiences. Show why this profession matters now more than ever.
* August is National Emergency Management Awareness Month. Let’s get ready to talk about the importance of planning, preparedness, and our programs.
* August 2025 is National Emergency Management Awareness Month, but Emergency Management is a year-round effort. This summer, let’s raise awareness, share stories, and remind people why our work matters to the safety and recovery of our communities and organizations.

**Sample Emails**

**General Email Sample:**

Plan to Participate: National Emergency Management Awareness Month – August 2025

Dear NAME:

This month 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) will help by providing tools, including talking points and videos, to help facilitate visits with officials.

Visit the[National Emergency Management Awareness Month web page](https://www.iaem.org/KnowYourEM) for more information.

Sincerely,

NAME

**Sample Email to Local Press/Media**

Subject: August 2025 – A Chance to Spotlight Emergency Management in Our Community

Dear NAME,

August 2025 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](https://www.iaem.org/KnowYourEM) 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 2025 has been designated as 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 the message of this campaign.

Visit the[National Emergency Management Awareness Month web page](https://www.iaem.org/KnowYourEM) 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 2025

Dear NAME:

We invite your organization to join us in recognizing National Emergency Management Awareness Month this August 2025.

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](https://www.iaem.org/Events/National-Emergency-Management-Awareness-Month) 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**

**Introducing National Emergency Management Awareness Month: August 2025!**

This month is the inaugural **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](https://www.iaem.org/Events/National-Emergency-Management-Awareness-Month) for more information.

**August 2025: 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](https://www.iaem.org/Events/National-Emergency-Management-Awareness-Month) for more information.