

MULREADY SAYS **GET READY**

RESOURCE TOOLKIT

THE GET READY CAMPAIGN

Preparing for disasters and emergencies is so important for us as Oklahomans. Over the years, more and more massive storms have wreaked havoc on us and our neighbors. Properly preparing for the next disaster can help save lives, protect your property and recover quicker.

That's why Insurance Commissioner Glen Mulready has set out on a mission to ask Oklahomans to GET READY. He's encouraging you to take some simple steps to lessen the impact of a catastrophe. Many of these things are easy and don't require extra money. Are you ready to GET READY?

HOW TO USE THIS TOOLKIT

The information provided in this toolkit will help you, your business, your employees and your customers GET READY for our state's catastrophes. Participating in the GET READY campaign is easy and free! This toolkit has various resources that you can use internally with your employees and staff and externally with your customer and clients. It's a way to let all of them know that you are committed to their preparedness if and when a disaster strikes.

The toolkit includes:

- > Information about the GET READY campaign including how to start your campaign
- > GET READY pledge to share with your employees
- > Samples of a press release and a newsletter message to customize for your company
- > Sample social media posts and images for you to use as you wish

If you need help launching your campaign or have further questions, call Liz Heigle, Communications Director at the Oklahoma Insurance Department, at 405-522-0683 or email at liz.heigle@oid.ok.gov.

You can also request a speaker from the OID to help kick off the GET READY campaign at your business. [CLICK HERE](#)

- [> More About the GET READY Campaign](#)
- [> How to Launch Your GET READY Campaign](#)
- [> Take the GET READY Pledge](#)

SAMPLE PRESS RELEASE

For Immediate Release

[MONTH, DAY], 2019

For more information:

[INSERT PRESS CONTACT]

[PHONE]

[EMAIL]

[[COMPANY/ORGANIZATION NAME]] PLEDGES TO GET READY FOR STORMS

Partnership with The Oklahoma Insurance Department focuses on preparing for disasters

[CITY, OK] — **[[COMPANY NAME]]** is teaming up with Insurance Commissioner Glen Mulready and the Oklahoma Insurance Department (OID) to get ready for Oklahoma’s storm season. Through this partnership, **[[COMPANY NAME]]** will ask employees, staff and clients to take some simple steps to be prepared before the next disaster strikes. It’s all part of the GET READY campaign sponsored by the OID.

“[[QUOTE FROM ORGANIZATION LEADER]]”

The GET READY campaign asked participants to plan for before, during and after a storm. One of the main activities is creating a home inventory. A home inventory is a detailed list of the contents within your home, and it helps make the insurance claim process quicker and easier. **[[COMPANY NAME]]** is participating in the GET READY campaign by **[[LIST THE WAYS]]**.

“I’m encouraging all Oklahomans to get ready because we never know when the next storm will hit,” Commissioner Glen Mulready said. “We’re proud to have **[[COMPANY NAME]]** participate in the GET READY challenge, and we know those who take part will learn some important tips as we go through another storm season.”

There are some simple things you can do to GET READY also. Here are five tips:

1. Create an emergency plan at home or work.
2. Create a home inventory and store it off-site.
3. Gather key paperwork ahead of time and save to the cloud or off-site.
4. Understand your insurance policy and what it will and won’t cover.
5. Have a list of medications, doctors, key contacts, etc.

To learn more about the GET READY campaign or get involved, go to oid.ok.gov/getready.

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SAMPLE NEWSLETTER MESSAGE

GET READY Now to Make Recovery Easier

*Spring and summer can bring all kinds of damaging weather. Knowing what to do before and after a storm can help protect your family and your property. That's why we at **[[COMPANY/ORGANIZATION NAME]]** are teaming up with Insurance Commissioner Glen Mulready to take part in the GET READY Campaign. Here are some tips on how you and your family can get ready before disaster strikes.*

Make a Plan

Develop an emergency plan that will prepare you in case you need to take shelter. The safest place to take shelter during a tornado is in a storm shelter or basement. If you don't have one available in your home or office, an interior bathroom or closet without windows is the next best option. Keep thick blankets or sleeping bags nearby to protect you from debris. Review your emergency plans with your family so that you are ready before the storm hits, and don't forget to include your pets.

You should also create a disaster kit. A basic disaster kit includes drinking water, non-perishable food, flashlights and chargers for cell phones, among other items. Make copies of any personal documents - including your insurance information - and store them in a water- and fire-proof container. You can take this short quiz from the [American Red Cross](#) to see if you are ready. [Ready.gov](#) also has some suggestions for putting together a disaster kit.

Check Your Insurance Coverage

Once you have prepared your family and your home for the worst, it's time to review your insurance policy so that you know if you have adequate coverage. More expensive items like jewelry, electronics or collectibles may exceed the limits of your coverage and require an additional policy. Understanding your policy will also help you plan for any out-of-pocket expenses you may incur if your home is damaged, such as paying your deductible or for temporary living expenses.

Be sure you understand the difference between replacement cost and actual cash value. Replacement cost is the amount it would take to replace or rebuild your home or repair damages with materials of similar kind and quality, without deducting for depreciation. It is important to insure your home for at least 80 percent of its replacement value. Actual cash value is the amount it would take to repair or replace damage to your home after depreciation. If you have questions about what your policy will cover, call your insurance agent.

(continued)

SAMPLE NEWSLETTER MESSAGE

Create a Home Inventory

Before severe weather strikes, make a complete list of your belongings. A comprehensive home inventory can take some of the stress out of filing a claim should you suffer damage or a loss. To help you create a thorough home inventory, the Oklahoma Insurance Department has put together some resources here including apps for iPhones and Android devices plus a printable file if you prefer that method.

Include as much information on your home inventory about your belongings as possible, such as brand name, the price you paid, date of purchase, make and model, and serial numbers. Take photos of each item and include any receipts. When making your inventory, go through all of your drawers and closets, and don't forget to include items in your garage. The more detail you can provide, the easier it will be for your insurance company to evaluate your loss. If you don't have time to create a home inventory, then quickly videotape and/or photograph every room.

Store back-ups of your inventory with your insurance information and keep it somewhere besides your home, like with a family member or your insurance agent, so that you can access it even if you have to evacuate and cannot return home.

More Information

Go to oid.ok.gov/getready to get more information about preparing for all types of disasters in Oklahoma.

SAMPLE SOCIAL MEDIA POSTS

Social Media Posts

Social media can help you easily spread the GET READY message. The easiest way to do this is to follow and like the Oklahoma Insurance Department (OID) on social media.

Find us on Facebook, Twitter and Instagram.



[oid411](https://www.facebook.com/oid411)



[@oid411](https://twitter.com/oid411)



[@oid411](https://www.instagram.com/oid411)

Posts for Your Use

You are welcome to share or retweet our posts. But we've also put together some posts/tweets for you to use on your social media account. Feel free to use the posts word-for-word or as examples of what you can post. We've also attached images to use with these posts. When posting messages related to the GET READY campaign, remember to use our hashtag, #GetReady.

1. **((Get Ready Video))**

Storm season is here, and that's why we're partnering with Insurance Commissioner Glen Mulready to #GetReady. Are you ready? [OID.ok.gov/getready](https://oid.ok.gov/getready)

Now is the time to #GetReady! We're preparing for the Oklahoma storm season right now. [OID.ok.gov/getready](https://oid.ok.gov/getready)

This week, we're committed to focusing on what we can do to #GetReady for storm season. [OID.ok.gov/getready](https://oid.ok.gov/getready)

2. **((GET READY Next Storm))**

Oklahoma's weather is unpredictable. But we can #GetReady for the worst. Commit to Get Ready with us and Insurance Commissioner Glen Mulready. [OID.ok.gov/getready](https://oid.ok.gov/getready)

If anything's for certain in Oklahoma, it's that we'll have wild weather. Don't just wait for the next storm. #GetReady now! [OID.ok.gov/getready](https://oid.ok.gov/getready)

The only thing certain about Oklahoma weather this time of year is that it will happen. #GetReady before the storm strikes. [OID.ok.gov/getready](https://oid.ok.gov/getready)

SAMPLE SOCIAL MEDIA POSTS

3. **((GET READY Pledge image))**

We're committed to protecting our family and our property, and that's why we're taking the #GetReady pledge. OID.ok.gov/getready

Our company is (OR We're) partnering with Insurance Commissioner Glen Mulready, and we're are ready to #GetReady! OID.ok.gov/getready

Don't take a chance that a tornado won't strike. Pledge to #GetReady with us! OID.ok.gov/getready

4. **((Top 5 Things to GET READY Video))**

Preparing for the next storm isn't hard. These 5 things can be done in a weekend! #GetReady OID.ok.gov/getready

These 5 things will help you #GetReady for the next storm. OID.ok.gov/getready

#GetReady starting today! These are the top 5 things you can do to prepare for Oklahoma's wild weather. OID.ok.gov/getready

5. **((GET READY No place like home image))**

Our home is our safe place. But properly protecting it requires you to #GetReady now. Join us this week as we partner with Insurance Commissioner Glen Mulready. OID.ok.gov/getready

Dorothy got it right: There's no place like home. Do all you can to protect it from tornadoes and severe storms. #GetReady now. OID.ok.gov/getready

Don't wait for the storm to strike. Protect your home and #GetReady. OID.ok.gov/getready

6. **((GET READY Protect Your Family image))**

There's nothing more important than your family. #GetReady now to make sure they stay safe from the storm. OID.ok.gov/getready

Be prepared for Oklahoma's tornado season and #GetReady now so you can protect your most precious assets. OID.ok.gov/getready

During this time of year, Oklahoma's weather is unpredictable. That's why we're partnering with Insurance Commissioner Glen Mulready to #GetReady. OID.ok.gov/getready

7. **((GET READY Road to Recovery image))**

Our staff at ((company name)) have pledge to #GetReady with Insurance Commissioner Glen Mulready. Part of our pledge is completing a home inventory. OID.ok.gov/getready

A home inventory will be one of the keys to recovering quicker after a disaster. #GetReady with us and complete your home inventory list. OID.ok.gov/getready

Doing your home inventory may take time now, but image trying to do it after a tornado destroys everything. #GetReady before disaster strikes. OID.ok.gov/getready