



# Stakeholder Toolkit

## 2015 Crime Prevention Campaign

### National Night Out: August 4, 2015

The Federal Emergency Management Agency ([FEMA](#)), the [Ready Campaign](#), and [America's PrepareAthon!](#) will be supporting and promoting the National Association of Town Watch's (NATW) [National Night Out](#), "America's Night Out Against Crime" on August 4, 2015. This event has grown from its start in 1984 to involve over 37.8 million people and 16,124 communities from all 50 states, the U.S. Territories, Canadian cities, and military bases worldwide according to the NATW. It's a great example of the [Whole Community](#) coming together to promote crime prevention, police-community partnerships, and neighborhood camaraderie.

For those who are new to the National Night Out, "*The introduction of National Night Out, "America's Night Out Against Crime", in 1984 began an effort to promote involvement in crime prevention activities, police-community partnerships, neighborhood camaraderie and send a message to criminals letting them know that neighborhoods are organized and fighting back.*

*NATW's National Night Out program culminates annually, on the first Tuesday of August (In Texas, the first Tuesday of October).*" ([NATW](#))

This event also provides the opportunity for a wide variety of stakeholders to become involved and build relationships in the community. Part of preparing for a disaster is working together beforehand so when a disaster strikes, everyone is able to work as a whole and recover faster. [FEMA Region III](#) is encouraging everyone to get the word out and help the Whole Community get involved and be a part of the National Night Out. This toolkit is designed to provide you and your organization with easy to use tools to share this campaign and help your stakeholders become involved. For your reference, below are points of contact for the various stakeholder groups.

### FEMA REGION III CONTACTS

Public Affairs	<a href="#">Peter Herrick, Jr.</a>	215-931-5949
Congressional Affairs	<a href="#">Veronica Hinke</a>	215-931-5715
Intergovernmental Affairs	<a href="#">Stephanie Pyle</a>	215-931-5654
Private Sector	<a href="#">Stephanie Pyle</a>	215-931-5654
Volunteer Agency Liaison	<a href="#">Michelle Breeland</a>	215-931-5584
Community Preparedness	<a href="#">Steve Edwards</a>	215-931-5716
Disability Integration	<a href="#">PJ Mattiacci</a>	267-270-5804

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## Talking Points

- The National Association of Town Watch (NATW)'s [National Night Out](#), “America’s Night Out Against Crime” will be held on August 4, 2015 across the country.
- This event has grown from its start in 1984 to involve over 37.8 million people and 16,124 communities from all 50 states, U.S. Territories, Canadian cities, and military bases worldwide, according to the NATW.
- The National Night Out is a great example of the [Whole Community](#) coming together to promote crime prevention, police-community partnerships, and neighborhood camaraderie.
- This event provides the opportunity for a wide variety of stakeholders to become involved and build relationships in the community. Part of preparing for a disaster is working together beforehand so when a disaster strikes, everyone is able to work together and recover faster.

## Online Resources

FEMA and Ready recommend using social media tools as a way to promote the [National Night Out](#) and help all stakeholders get involved in their community. You can promote the campaign through your own channels, or by promoting messages posted by FEMA and Ready on FEMA’s official [Facebook](#) or [Twitter](#) accounts, Ready’s official [Facebook](#) or [Twitter](#) accounts, or FEMA Region III’s [Twitter](#) account.

We have included some sample messages below that you can post on your own social media accounts to engage your friends/followers.

The National Night Out also has its own [Facebook](#) account which will also provide promotional messaging that you can share with your stakeholders.

## Social Media Messaging

The following messaging can be used to promote [National Night Out](#) and encourage preparedness in the month of August to all stakeholders. Please feel free to customize the following messaging to fit your audience’s needs.

### Twitter:

- Join #NationalNightOut “America’s Night Out Against Crime” on August 4th across the country. <http://natw.org/>
- #NationalNightOut involves over 37.8 million people and 16,124 communities! Your community can join too! <http://natw.org/>
- August 4th is the #NationalNightOut, find out if you can become involved in your community’s events today! <http://natw.org/>
- Looking for ways to become involved in the community? Join the #NationalNightOut on August 4th to prevent crime! <http://natw.org/>
- During #NationalNightOut join @PrepareAthon and make sure you’re prepared for an

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emergency. <http://www.ready.gov/prepare>

### Facebook:

- Join #NationalNightOut on August 4th to promote involvement in crime prevention activities, police-community partnerships, neighborhood camaraderie and send a message to criminals letting them know that neighborhoods are organized and fighting back.
- #NationalNightOut has grown from its start in 1984 to involve over 37.8 million people and 16,124 communities from all fifty states, U.S. Territories, Canadian cities, and military bases worldwide according to the NATW.
- The #NationalNightOut is a great example of the [Whole Community](#) coming together to promote crime prevention, police-community partnerships, and neighborhood camaraderie.
- During #NationalNightOut join #AmericasPrepareAthon! and make sure you're prepared for an emergency. <http://www.ready.gov/prepare>
- #NationalNightOut provides the opportunity for a wide variety of stakeholders to become involved and build relationships in the community.
- Part of preparing for a disaster is working together beforehand so that when a disaster strikes, everyone is able to work as a whole and recovery faster.  
#NationalNightOut

### Resources on the National Night Out from NATW

- Register you event: <http://natw.org/registration/>
  - Once registered with the National Night Out 2015, you will receive a National Night Out Organizational Kit filled with “how-to” materials.
- Find an Event near you with the Interactive Map: <https://natw.org/map>
- Check out the 2014 Newsletter that highlights last year's events and activities from around the country: <https://natw.org/wp-content/uploads/2015/01/NewSpirit.pdf>
- Products: <https://natw.org/shop>
- Frequently Asked Questions: <http://natw.org/resources/faq/>
- Contact information:
  - National Night Out 308 E. Lancaster Ave Suite 115, Wynnewood, PA 19096
  - Phone: 800-NITE-OUT
  - Fax: 610-649-5456
  - [info@natw.org](mailto:info@natw.org)
- Find out about their [Award Program](#).