

American Red Cross Ready Rating™

Tools and resources for members

- Emergency Response Planner: An interactive emergency planning tool that walks you through developing a comprehensive plan—in hours instead of weeks or months.
- Ready Rating 123 Assessment: 76-question assessment that allows a business to quickly identify areas of opportunity to improve their businesses ability to bounce back faster after an emergency or disaster.
- Fact Sheets: 17 fact sheets that have recommendations on what to do before, during or after an emergency or disaster
- Hazard Vulnerability Assessment Worksheet
- Guidance on Hostage and Kidnapping Situations
- Emergency Response Notification Procedures
- Evacuation Procedures
- Guidance on Reporting and Recording Threatening Calls
- Guidance on the Assignment of Floor Wardens
- Emergency Preparedness Checklist for Small Businesses

Colorado-Specific Training and Support

Our Preparedness experts can work with you one-on-one to:

- Conduct seminars, drills and table top exercises
- Help design floor warden programs, fire drills, crisis communications plans and other procedures
- Teach employees to be better prepared at home through our **Be Red Cross Ready** program
- Review all existing contingency plans and make suggestions on improvements
- Review the completed Ready Rating 123 assessment and help design a plan for improvement
- Review the completed Ready Rating Emergency Response Plan (ERP) and give guidance on improvements
- Conduct a one-hour Ready Rating presentation on the benefits of the program for you, your clients or supply chain
- Provide ongoing support to help your staff and organization be better prepared and more resilient

**Business preparedness is a mindset,
not a destination.**



**American
Red Cross**

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If an emergency happens, be ready.

Every Business Should Be Prepared.

Every business will face some form of emergency; whether it's a communications crisis, facilities emergency or a natural disaster, the businesses that have prepared are in a much better position to prevent a serious disruption of their operations. Prepared businesses are able to recover in a more cost-efficient, timely manner because they have proactively identified many of their initial recovery requirements and resources.

Your Level of Preparedness Can Have Long-term Consequences.

Prepared businesses can recover faster, which means they can provide goods and services to the affected community faster, attract and keep customers, keep people employed and support the tax base of the local economy. Conversely, there are far-reaching consequences for an unprepared business: in addition to immediate revenue losses, you risk future lost sales and potential negative perception by customers—all of which can lead to loss of market share.

Reap the Benefits of Being Prepared.

Those with healthy business continuity plans and supporting programs have a decisive advantage over an unprepared rival in the competitive marketplace. Benefits may include:

- Increased investor confidence
- Favorable public opinion
- Better insurance rates
- Better loan rates
- Higher customer loyalty (you were there when your customers needed you)
- More efficient recovery means lower cost due to fewer wasted dollars
- Better employee loyalty (you cared enough to help them prepare)
- Reduce financial and legal liabilities

The Red Cross Can Help You Prepare Your Business.

The Ready Rating program is an easy-to-understand, user-friendly solution for organizations to prepare themselves to respond to and successfully recover from disasters and emergencies. Let our experts help guide your path to opportunity, continuity and success.

Contact:

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