

AUGUST 2026 BUILDING COMMUNITY RESILIENCE CAMPAIGN

PARTNER TOOLKIT

Campaign Overview

Throughout August, the Partnership for Public Service is highlighting how public servants and federal programs build stronger, safer and more resilient communities before, during and after natural disasters. As the Trump administration's federal workforce and funding cuts weaken these efforts, we invite you to join us in raising awareness about what's at stake for community resilience.

This toolkit includes key messages, ready-to-use social media posts, newsletter and email copy, graphics and additional resources to help you engage your audiences and amplify our campaign. Use these materials to help illustrate why investing in disaster preparedness and the public servants behind it matters.

Top-Line Messages

DISASTER PREPAREDNESS SAVES LIVES, STRENGTHENS COMMUNITIES AND SUPPORTS THE ECONOMY.

Preparing for disasters before they happen helps save lives, strengthen local economies and reduce long-term recovery costs. Investments in weather forecasting, flood mitigation and emergency planning help communities become stronger, safer and more resilient.

PUBLIC SERVANTS HELP PREPARE FOR, RESPOND TO AND RECOVER FROM NATURAL DISASTERS.

Public servants help communities prepare for disasters by providing weather forecasts, analyzing risks and supporting emergency planning. When disasters occur, they work alongside state and local responders to save lives, restore essential services and help families, businesses and communities recover.

THE TRUMP ADMINISTRATION'S CUTS WEAKEN OUR NATION'S ABILITY TO PREPARE FOR AND RESPOND TO DISASTERS.

Federal investment in disaster preparedness helps communities prepare for emergencies, respond effectively and recover more quickly when disasters occur. But the federal workforce supporting emergency response and weather forecasting decreased by more than 14% from September 2024 to February 2026, leaving fewer federal employees to help communities prepare for and respond to disasters. The recent Texas floods highlighted how communities depend on federal weather forecasting, emergency response and recovery efforts when disaster strikes. As the Trump administration's federal workforce and funding cuts weaken those capabilities, the government's ability to respond to disasters is increasingly at risk.

Newsletter Blurb

Building stronger communities starts before disaster strikes.

Communities rely on public servants every day to help prepare for emergencies, respond when disasters occur and support recovery afterward. Every dollar invested in disaster mitigation programs saves six, according to the National Institute of Building Sciences. The Partnership for Public Service's latest resources explore how the Trump administration's federal workforce and funding cuts are affecting these efforts—and why continued investment in the public servants who help build stronger, more resilient communities matters.

See why investing in disaster preparedness pays off

Email Blast

Subject Line

Help build stronger communities before disaster strikes

Body Message

Hi **[Name]**,

Strong communities don't happen by accident. Every day, federal programs and public servants help communities prepare for emergencies, protect people during disasters and support recovery efforts that help families and businesses get back on their feet. Every dollar invested in disaster mitigation programs saves six, according to the National Institute of Building Sciences.

This month, we're partnering with the Partnership for Public Service to highlight what's at stake for the public programs, services and civil servants that strengthen our communities. From weather forecasting and emergency preparedness to disaster response and long-term recovery, these efforts help save lives, strengthen local economies and build community resilience.

Learn how the Trump administration's federal workforce and funding cuts are affecting disaster preparedness—and what's at stake for communities nationwide.

Learn why disaster preparedness is worth the investment

Thank you for helping spread the word.

Warmly,

[insert org name]

Newsletter Blurb

Building stronger communities starts before disaster strikes

Federal public servants help communities prepare for emergencies, protect people during disasters and support recovery afterward. After the devastating Maui wildfires in 2023, Environmental Protection Agency emergency response teams worked alongside state and local partners to remove hazardous materials, protect public health and help the community begin recovering. But as the Trump administration's federal workforce and funding cuts weaken these capabilities, communities face increased risks before, during and after disasters. Explore the Partnership for Public Service's latest resources to learn what's at stake.

Learn how federal cuts are affecting disaster preparedness and recovery

Email Blast

Subject Line

Help protect communities before and after disasters

Body Message

Hi [Name],

When disasters strike, communities depend on public servants to provide emergency response, protect public health and help families begin recovering.

When the devastating Maui wildfires struck in 2023, Environmental Protection Agency emergency response teams worked alongside state and local partners to remove hazardous materials, protect public health and help the community begin recovering.

As the Trump administration's federal workforce and funding cuts weaken disaster response and recovery efforts, it's more important than ever to understand what's at stake. That's why we're partnering with the Partnership for Public Service to raise awareness about the public programs, services and civil servants that help communities prepare for, respond to and recover from disasters.

Learn how federal workforce and funding cuts are affecting disaster response—and what's at stake for communities nationwide.

See what's at stake for disaster response

Thank you for helping spread the word.

Warmly,

[insert org name]

Social Media Content

Post 1

Investing in federal disaster preparedness programs pays off.

Every dollar invested in disaster mitigation saves six dollars in future disaster costs. Supporting the public servants and programs that help communities prepare today helps build stronger, safer and more resilient communities tomorrow.

[Explore why sustained federal support is essential](#)

Post 2

When the devastating Maui wildfires struck in 2023, federal emergency response teams worked alongside state and local partners to remove hazardous materials, protect public health and help communities begin recovering.

But the Trump administration's workforce and funding cuts to disaster assistance programs weaken their ability to keep our communities strong, safe and resilient.

[See what's at stake for disaster response capacity](#)

Post 3

Strong communities begin long before disaster strikes.

The recent Texas floods showed why communities depend on federal weather forecasting and emergency preparedness to help people prepare before disaster strikes.

But the Trump administration's federal workforce and funding cuts threaten the public servants and programs behind these life-saving capabilities.

[Learn what's at stake](#)

Post 4

Did you know the forecast on your phone starts hundreds of miles above Earth?

NOAA satellites continuously monitor weather conditions, helping meteorologists track hurricanes, predict severe storms and issue earlier warnings so communities have more time to prepare.

From winter storms in Colorado to severe thunderstorms in Ohio, NOAA satellites help provide the accurate forecasts communities rely on to stay safe. But workforce and funding cuts threaten the federal weather forecasting capabilities communities depend on before disasters strike.

[Learn what's at stake for federal weather forecasting](#)

Social Media Content

Post 5

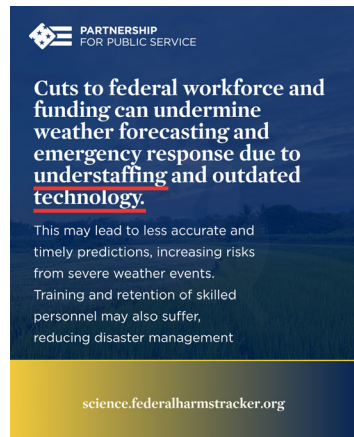
Did you know the federal government helps small businesses rebuild after a disaster?

The U.S. Small Business Administration provides low-interest disaster loans that help homeowners, renters, businesses and nonprofits repair or replace property damaged by declared disasters.

After disasters like Hurricane Harvey in Texas, SBA disaster loans have helped homeowners, renters and small businesses rebuild what was lost. By providing affordable financing after declared disasters, the program helps communities recover faster and come back stronger.

[Learn what's at stake for federal disaster recovery programs](#)

Facts

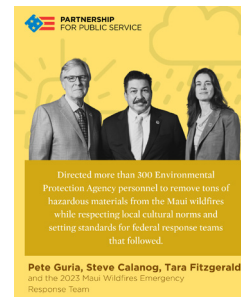
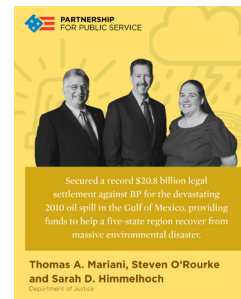
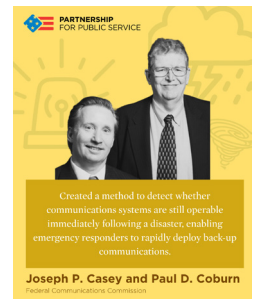
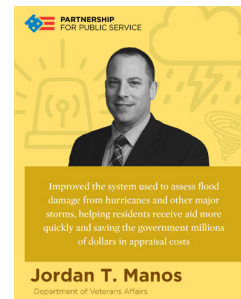


[Click here to download these images and share the facts with your networks](#)

RESOURCES

- ★ The Cost of Cutting American Science
- ★ Save Our Science - Partnership for Public Service
- ★ Honoree Archive • Service to America Medals

Public Service Profiles



[Click here to learn more and share their stories with your networks](#)

[Canva View](#)