



Equipping Camps with Life-Saving Weather Alerts

A National Campaign by the PSEMA Foundation in partnership with the American Camp Association and the American Logistics Aid Network

PARTNER AMPLIFICATION TOOLKIT

Thank you for supporting the Signal & Shield Camp Initiative, launched by the PSEMA Foundation. This toolkit is designed to make it easy for you to share the campaign with your networks, whether through newsletters, social media, or partner updates. Together, we can equip more than 12,000 youth camps nationwide with NOAA Weather Radios and preparedness resources.

Campaign Name

Signal & Shield Camp Initiative

Launch Date

August 11, 2025

Campaign Goal

Raise **\$600,000** to equip 12,000+ camps with NOAA Weather Radios and preparedness training.

Why It Matters

- Thousands of camps operate in remote areas where cell service is weak or nonexistent
- Warnings issued by the National Weather Service often don't reach camps in time, especially at night
- Many camps lack the tools or training to receive and act on weather alerts
- Signal & Shield Camp directly addresses these gaps with proven, life-saving technology and actionable preparedness education for camp leadership.

Call to Action

Donate or learn more at www.psema.org/foundation/signal

Newsletter Blurb (Copy & Paste)

Proud to partner with the PSEMA Foundation on the Signal & Shield Camp Initiative, a national effort to equip more than 12,000 youth camps with NOAA Weather Radios and practical preparedness resources.

Too often, critical warnings don't reach kids and staff when they need them most. Signal & Shield is closing that gap, delivering reliable alerting tools, training, and a stronger culture of preparedness to camps and communities nationwide.

Together, we're building resilience where it matters most.

Learn more and join the effort: www.psema.org/foundation/signal

#SignalAndShield #CommunityResilience #DisasterPreparedness #PSEMAFoundation

Social Media (Plug & Play)

LinkedIn / Facebook (longer format)

We're proud to partner with the PSEMA Foundation on the Signal & Shield Camp Initiative, a national effort equipping more than 12,000 youth camps with NOAA Weather Radios and preparedness resources.

Too often, critical alerts don't reach camps when they're needed most. This initiative is closing that gap, bringing reliable warning tools, staff training, and a stronger culture of safety to communities across the country.

Because resilience starts with connection, awareness, and action.

Learn more: www.psema.org/foundation/signal

#NOAAWeatherRadio #PSEMAFoundation #CorporateSocialResponsibility #Philanthropy
#GivingBack #PublicSafety #EmergencyManagement #DisasterPreparedness
#CommunityResilience #SignalAndShield

Twitter/X (short format)

Severe weather threatens youth camps nationwide. The **Signal & Shield Initiative** will equip 12,000+ camps with NOAA Weather Radios + preparedness tools. Learn more:

www.psema.org/foundation/signal

#SignalAndShield #PSEMAFoundation

LinkedIn / Facebook (partner-pride format)

We're proud to support the Signal & Shield Camp Initiative, led by the PSEMA Foundation with ACA, ALAN & Midland Radio. Together, we're working to equip 12,000+ camps with NOAA Weather Radios & preparedness resources.

Details here: www.psema.org/foundation/signal

#GivingBack #CommunityResilience #SignalAndShield

Partner Quotes

PSEMA Foundation: “This campaign is about honoring lives lost and protecting those entrusted to our care,” said Julie Kay Roberts, Founder and CEO of the PSEMA Foundation. “By building a community of preparedness and closing gaps in early warning, we’re giving camp leaders the resources they need to make informed decisions, so families can have greater peace of mind.”

American Logistics Aid Network: “Early warning saves lives, and NOAA Weather Radios are a reliable lifeline when cell service fails. Through this partnership, ALAN is leveraging our logistics network to move these radios quickly and efficiently to camps across the country, so staff have the alerts they need to act fast and keep kids safe. We’re proud to stand with the PSEMA Foundation and partners to turn preparedness into action,” said Kathy Fulton, Executive Director, American Logistics Aid Network (ALAN).

American Camp Association: “Nothing is more important than the safety of children at camp,” said Henry DeHart, interim president/CEO, American Camp Association. “The Signal & Shield Initiative will allow every camp to have access to the critical tools and training they need to be ready for severe weather, even in the most remote locations. By strengthening preparedness resources and training, we are helping ensure that campers, staff, and families can focus on what camp does best - creating life-changing experiences in a safe environment.”

Campaign Links & Hashtags

- **Website:** www.psema.org/foundation/signal
- **Facebook:** @PrivateSectorEMA
- **Instagram:** @PSEMAAssociation
- **LinkedIn:** @privatesectoremergencymanagementassociation

#NOAAWeatherRadio #SignalAndShield
#PSEMAFoundation #CommunityResilience
#Philanthropy #GivingBack
#CorporateSocialResponsibility
#PublicSafety
#EmergencyManagement
#DisasterPreparedness

About the Signal & Shield Camp Initiative

The Private Sector Emergency Management Association (PSEMA) Foundation, in partnership with the American Camp Association (ACA), the American Logistics Aid Network (ALAN), and Midland Radios, is launching on August 11, 2025, the *Signal & Shield Camp Initiative* a year-round campaign to equip camps across the country with the tools and training they need to keep children and staff safe, no matter the season.

From day camps to overnight programs, camps often operate in rural or remote areas where cellular alerts can fail. The initiative will provide NOAA Weather Radio, devices that deliver real-time National Weather Service alerts without relying on cell towers or internet. These radios sound alarms day or night, ensuring critical warnings are received even when phones are silenced or networks are down.

Because these alerts originate directly from the National Weather Service, they do not rely on a single individual or local entity to trigger them, unlike some warning systems sent via cellular networks, adding a vital layer of reliability and speed in urgent situations.

But the *Signal & Shield Camp Initiative* goes beyond distribution.

Each participating camp will also receive educational materials and support on:

- Understanding NWS alert types and what they mean
- Taking immediate, informed protective actions
- Building a culture of preparedness among staff, youth, and local communities

Whether it's a tornado, snowstorm, wildfire, flash flood, or severe thunderstorm, the goal is the same: ensure every camp has the knowledge and the warning tools needed to act quickly and confidently saving lives and strengthening community resilience.

Talking Points

- **Closing a Critical Gap:** Camps are often in rural or remote areas where cell service is unreliable. The Signal & Shield Camp Initiative equips them with NOAA Weather Radios — a direct, automatic link to the National Weather Service.
- **A Lifesaving Tool, Not a Luxury:** A NOAA Weather Radio is like a smoke detector for severe weather. It delivers real-time alerts, day or night, even during power outages — ensuring warnings are heard when seconds matter.
- **Beyond Radios — Building Preparedness Culture:** This campaign is more than distributing devices. Each camp also receives training and educational materials to help staff understand alerts, act quickly, and build a culture of safety.
- **National Impact, Local Action:** With over 12,000 camps nationwide, the initiative strengthens safety for millions of children and staff. Every radio placed is a safeguard for an entire community.
- **Preparedness Saves Lives:** Early warning is the most effective form of disaster protection. By closing gaps in severe weather alerting, we reduce risks, prevent tragedies, and give families peace of mind.
- **Honoring Loss, Protecting the Future:** This campaign is rooted in respect for lives lost during the July 4th flooding in Texas. By acting now, we ensure their memory drives change, making camps safer for generations to come.

Spokesperson Availability

Julie Kay Roberts, Founder and CEO of the PSEMA Foundation, is available for interviews. She has over 20 years of experience in disaster preparedness and public-private partnerships. Quotes and interviews can be arranged upon request.

Media Contact

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www.psema.org/foundation/signal