# 3.7 Alert Template

**Purpose:** The Alert Template can be used to draft messages to network members. These steps can also be used to develop information for distribution through phone trees, door-to-door outreach, and other communication channels.

**Directions:**

1. Describe the event or situation in the subject line of the e-mail. Indicate the urgency of the message (e.g., Emergency Alert or a Non-Emergency Alert). Confirm the appropriate terms with the local emergency manager.
2. Describe the purpose of the message.
3. Explain what network members are being asked to do with the message and the desired immediacy of their response. For example, ask members to pass the information to their constituents immediately.
4. Call out the most important information in bullet points. Keep the message brief and concise.
5. Direct people to a website or other channel for additional information.
6. Provide contact information so that members can relay messages back to the lead agency.

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| **[Network Name] Alert** |
| **From:** |
| **Date:** |
| **Subject** |
| **To:** |
| **Purpose of the message:** |
| **Desired response from network members:** |
| **Key Information** |
| What [event/incident] |
| Who [population] |
| Where [geographic area] |
| When |
| **Additional Information:** |
| **Contact Information:** |