FEMA

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FEMA Region III
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National Financial Capability Month Toolkit

April is National Financial Capability Month (NFCM) and we'll be showing you ways to prepare yourself and your loved ones financially for disasters by highlighting the Emergency Financial First-Aid Kit (EFFAK), made available for free by FEMA and Operation HOPE and produced by FEMA, Operation HOPE, the Ready Campaign, and the Treasury Department's Financial Literacy and Education Commission. The EFFAK is a flexible tool designed to help individuals and families at all income levels collect and secure the documentation they would need to get on the road to recovery without unnecessary delays, should disaster strike.

NFCM includes three themes: planning, saving and insurance. The beginning and closing weeks of April focus on general financial preparedness messaging. There is also a dedicated week for each of the three themes.

Dates	Theme
April 1 - 4	General Financial Preparedness
April 5 - 11	Planning
April 12 - 18	Saving
April 19 - 25	Insurance
April 26 - 30	General Financial Preparedness

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KEY MESSAGES

- Americans at all income levels have experienced the challenges of rebuilding their lives after a disaster or other emergency. In these stressful circumstances, having access to personal financial, insurance, medical, and other records is crucial for starting the process of recovery quickly and efficiently.

- Being ready for a disaster is more than storing water and supplies. You also need to be financially ready. Starting early and having adequate insurance, a plan to pay your bills and access to your important records and accounts will help you get back on your feet faster and avoid problems with your credit when you need it most.

- The Emergency Financial First Aid Kit (EFFAK), a joint publication from Operation Hope and FEMA can help you prepare now. Use the EFFAK to identify your important documents, medical records and household contracts.

- When completing the kit, be sure to include pictures or a video of your home and your belongings and keep all your documents in a safe space.

TALKING POINTS

Planning

- It is important to have control over your money now, so your family can depend on you to cover their basic needs even when an emergency happens.
- You can gain control over your money when you know how you are spending it.
- You can discover how to save for emergencies, eliminate debt, and pay your bills by creating a budget and using it.

Saving

- Ease your worries on how to maintain basic needs during an emergency by having an emergency fund.
- You should set aside some money for emergencies to increase your chances of recovering quickly from the unexpected.
- Start building your emergency fund by saving a small amount of money regularly.

Insurance

- Home or rental insurance is the fastest way to recover from an emergency. Check with an insurance agent and understand your coverage options.
- Floods can happen anywhere, and most homeowner insurance does not cover flooding. Talk to your insurance agent and see if you need to purchase flood insurance from the National Flood Insurance Program.
- Completing the Emergency Financial First Aid Kit gives you the confidence to know all your records are stored in one place if an emergency happens.
- If you live in an earthquake prone area, you should consider purchasing earthquake insurance. Standard homeowners insurance does not cover damage resulting from land movement or landslides.

2019 National Household Survey Results (Quick Facts)

The 2019 National Household Survey (NHS) results are available. Below are a few data points on financial preparedness.

- The median amount respondents reported saving in the event of an emergency is about $700, with 31% reporting they have no money set aside.
- An estimate of 40% of individuals do not have at least $700 for an emergency.
- Among NHS respondents, 44% have saved at least $1,000 for an emergency, and 20% of respondents have saved over $5,000 for an emergency.
- An estimate of 93% of homeowners have insurance for their residence, but only 58% of renters have insurance policies. Furthermore, only 26% of homeowners have flood insurance compared to 18% of renters holding flood insurance.
- Although 80% of NHS respondents nationwide have home or renter's insurance policies, only 59% of respondents that make less than $2,000 a month have home or renters insurance. Furthermore, an estimate of 52% of respondents that make less than $2,000 have emergency savings compared to 69% of the national sample.

Four Steps to Financial Preparedness and Using the Emergency Financial First Aid Kit (EFFAK)

Compile

- Complete and date all the forms in the EFFAK.
- Use the checklists to identify the documentation that you should collect.
- If you do not have an original version of a document, contact the appropriate company or agency to obtain a copy.
- If you receive paper checks for any of your federal benefits, consider enrolling in automatic benefits through Go Direct (www.godirect.org).
- If you receive paper checks from your employer, consider requesting direct deposit.
- Print or download statements of any obligations that you pay automatically, such as rent or mortgage payments, utilities, loan payments and memberships.
- Take photographs or record a video of the rooms in your home and any valuable belongings. Include copies of these records with either your paper or electronic versions of the EFFAK.
- Keep some cash in the same safe location as your EFFAK to pay for emergency purchases if ATMs are not functioning or banks are closed. The amount of cash should be based on the basic needs of your family, including food, gas and other necessities.
- Consider saving money in an emergency savings account that could be used in any crisis.

Review

- If you own a home, ensure that your homeowners' insurance coverage is adequate.

- If you rent, ensure that your lease reflects your current rent and verify that your renter's insurance is up-to-date.
- The EFFAK will help you to identify any important personal documents or types of insurance (such as a will, living will, life insurance policy or health insurance plan) that you do not currently have. Consider taking the steps to set up these items.

Safeguard

- Consider storing paper copies of important documents at home in a fireproof and waterproof box or safe, in a bank safe deposit box, or with a trusted friend or relative. If you are using a safe deposit box, you may want to ask your bank or check state laws to confirm who can and cannot access the safe deposit box if the lessee dies or is incapacitated.
- For electronic copies of important documents, store them in a password-protected format on a removable flash or external hard drive in your fireproof and waterproof box or safe, or consider using a secure off-site storage service. Visit www.us-cert.gov/ncas/tips/st04-019 to learn how to use electronic encryption to protect sensitive information.
- If you bank or pay your bills electronically, we recommend periodically printing your account records to include with your EFFAK.
- If you have a lawyer, financial adviser or trusted family member or friend, you may want to provide him or her with a paper copy of your EFFAK in a sealed envelope to be opened only with your approval or the approval of someone you have designated in the event you cannot make decisions on your own, such as your next of kin or someone whom you have authorized to act on your behalf (known as power of attorney).

Update

- Suggested schedule for routine review:
  - During tax preparation time
  - At the start or end of daylight saving time
  - Around your birthday
  - At the start of a new year
- Changes that need EFFAK updates:
  - When you change your insurance provider
  - When you purchase a home or rent an apartment
  - When you open or close bank accounts
  - When you have a change in marital status
  - When you have a child
  - When your child changes schools
  - During retirement planning
- The EFFAK is also available in Spanish.

Sample Newsletter Article

Title: April is National Financial Capability Month

Part of being prepared is understanding your finances. FEMA considers financial wellness a building block of preparedness. During April, FEMA's Ready Campaign is encouraging people to improve their financial futures and prepare for financial disasters. The more financially prepared we are as a nation, the more resilient we will be to disasters. Individuals and families must have a financial plan to face emergencies—only then can we build a true culture of preparedness in every home and community across the nation.

Just like knowing alerts or building a supply kit, financial wellness is also an important part of emergency preparedness. An estimate of 40% of individuals do not have at least $700 for an emergency. Results from a 2019 FEMA Survey found that more than 30% of individuals do not have any money set aside for an emergency. At a minimum, $700 can assist individuals in securing shelter after a disaster, purchasing emergency and food supplies or contributing to homeowners, renters or flood insurance. National Financial Capability Month serves as a reminder for us to review our financial health.

Follow these tips to prepare financially:

- Start building an emergency fund by **saving a little each month**. Pay yourself first—when you get paid—rather than waiting to see what is left over after spending. People with cash on hand can recover faster than those relying on credit.

- **Documenting personal property** can make insurance claims easier. If you don't have the right documents, claims could be delayed. Use the checklists in the Emergency Financial First Aid Kit (EFFAK) to see if you're missing anything.

- **Store your records** in a safe place and back them up online.

- Encourage your kids to **start building good money habits**. Saving a little bit at a time helps them be prepared for all kinds of emergencies.

- Homeowners and renters insurance policies do not usually cover flood damage. **Talk to your agent**. Find out what is covered by your existing policy and learn more about flood insurance at FloodSmart.gov.

Follow #FinancialFuture2020 on social media for more tips!

National Financial Capability Month Events

Several activities are happening for National Financial Capability Month (NFCM) in April. We want you to participate in these activities and join the conversation. Share what you learned on social media using #FinancialFuture2020.

Below are a few highlights of what you can expect during NFCM:

April 1: Youth Preparedness Council Video Message

The Federal Emergency Management Agency's Youth Preparedness Council (YPC) will have an inspiring video message about why financial preparedness is important. These YPC members are dedicated to spreading financial preparedness information and are making a difference in their communities by encouraging a culture of preparedness. Help us share their video message. You can find the video on FEMA's YouTube channel on April 1.

April 16 at 3 p.m. Eastern Time

See how the nation is trending when it comes to saving money for disasters and what the gaps in financial preparedness are in our 2019 NHS Thematic Release: Financial Preparedness and Emergency Savings webinar. The webinar will also offer tips to help people build emergency savings. To register, click here.

April 21

Watch FEMA's Instagram Story on April 21 highlighting the importance of homeowners and renters insurance, and how it is one of the best ways to recover quickly from a disaster. Plus, learn why you cannot afford not to consider flood or earthquake insurance.

April 29 at 1 p.m. Eastern Time

Federal and community organizations across the nation are helping people improve their financial future. Learn from these organizations as they offer proven techniques and strategies to help the public and core groups impacted by disasters. To register for the webinar on April 29 at 1 p.m. Eastern Time, click here.

Every Monday at 2 p.m. Eastern Time in April

Several organizations have committed to sharing a unified financial preparedness message on their social media accounts. You can also share these messages on your own social media channels. To find this social media content, visit the National Financial Capability Month toolkit online. Be sure you are using #MoneyTalks2020.

ONLINE RESOURCES

- Consumer Financial Protection Bureau Worksheet (PDF)
- Be Prepared for a Financial Emergency (PDF)
- Emergency Financial First Aid Kit (EFFAK) (PDF)
- 3 Steps to Prepare your Finances for a Natural Disasters (video)
- Safeguard Critical Documents and Valuables (PDF)
- Operation Hope (link)
- Download the FEMA mobile app (link)
- National Flood Insurance Program (link)
- DisasterAssistance.gov (link)
- Financial Literacy Education Commission (link)
- MyMoney.gov (link)
- ConsumerFinance.gov (link)
- Get Tech Ready (link)

SOCIAL MEDIA

Hashtag

#FinancialFuture2020

General

- 2020 is all about vision! Do you have a clear path to unlock your financial future? 💵We're sharing tips on planning, saving and insurance throughout April. Visit, www.ready.gov/financial-preparedness. #MoneyTalks2020 **(Send on April 1 at 2 p.m. ET)**
- Say it with a GIF. Let us know what you did to Unlock Your Financial Future. #FinancialFuture2020 **(Send on April 27 at 2 p.m. ET)**
- We want you to win with your money. ✔ Follow us throughout National Financial Capability Month to get tips and tools to help you. Get started here: , www.ready.gov/financial-preparedness #FinancialFuture2020
- More people are saving money for an unexpected emergency. 😬 You can too! We have tips and tools to help you start: www.ready.gov/financial-preparedness #FinancialFuture2020
- April is National Financial Capability Month. See how budgeting, saving money, and protecting your valuables with insurance is easier than you think. 👍💵Visit www.ready.gov/financial-preparedness #FinancialFuture2020

Planning

- Want to tell your money where to go? Make the right money moves by creating a budget. Heart this message if you use a budget regularly. 💚 #MoneyTalks2020 **(Send on April 6 at 2 p.m. ET)**

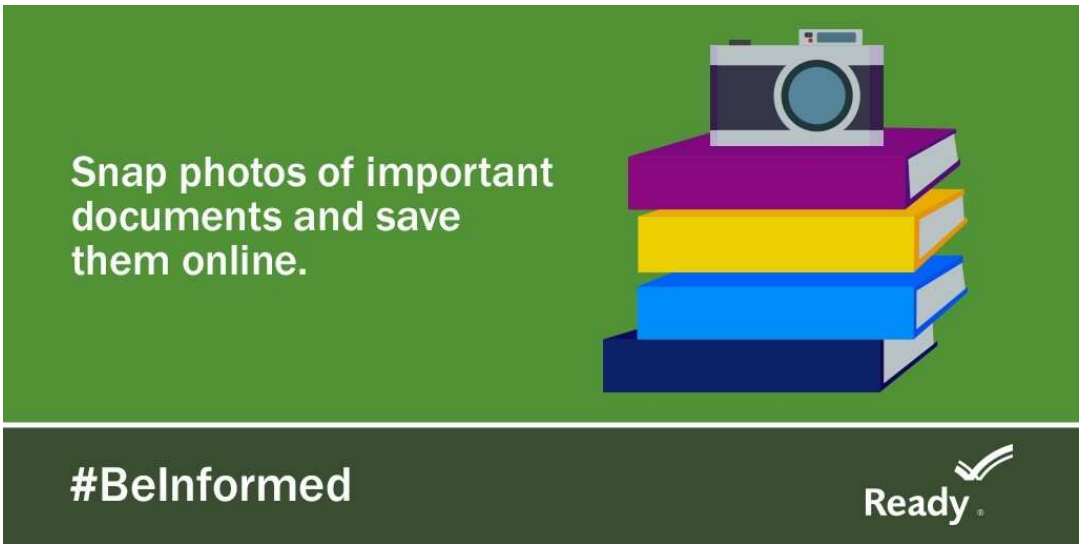
- Take control of your money with this one tool, a budget. 📝 Building a budget and using it can help you stay prepared if an emergency strikes. #FinancialFuture2020
- Prepare for emergencies now for peace of mind later. 😎 Create a budget that includes a savings plan so you're ready for the unexpected. Learn how: www.ready.gov/financial-preparedness
- Just like saving, small spending can add up. 💰 Spend smarter now to be ready for an emergency later. #FinancialFuture2020

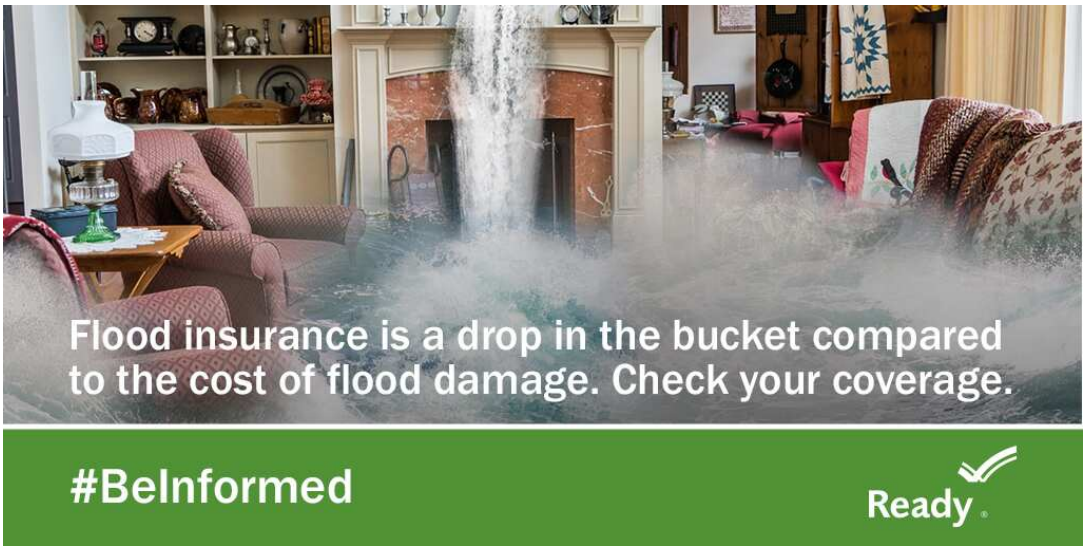
Saving

- Do you have an emergency fund? Regularly saving a small amount of money adds up overtime. 💵 Reply and tell us how you save for the unexpected. #MoneyTalks2020 **(Send on April 13 at 2 p.m. ET)**
- Saving money is one of the best ways to prepare for the unexpected. 💲 💲 We have proven tips to help you grow your emergency fund www.ready.gov/financial-preparedness. #FinancialFuture2020
- You must save money for emergencies. 💵 Even putting away a small amount regularly in an emergency fund will grow overtime. Save today! #FinancialFuture2020
- An emergency will alter your life if you do not prepare. Commit to saving money now before an emergency hits. ✔ #FinancialFuture2020

RELEVANT IMAGES



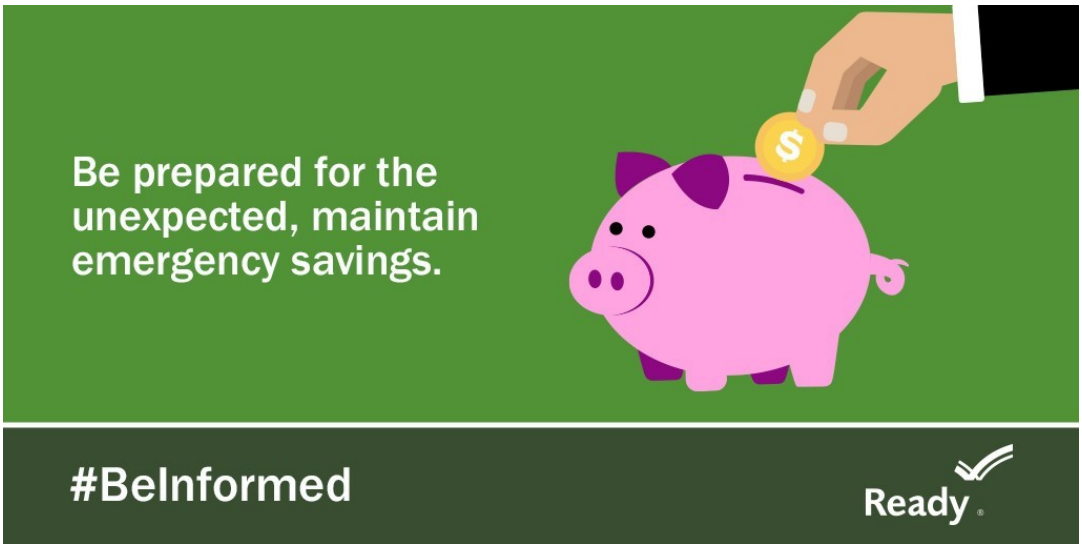

Snap photos of important documents and save them online.
#BeInformed
Ready


Flood insurance is a drop in the bucket compared to the cost of flood damage. Check your coverage.
#BeInformed
Ready

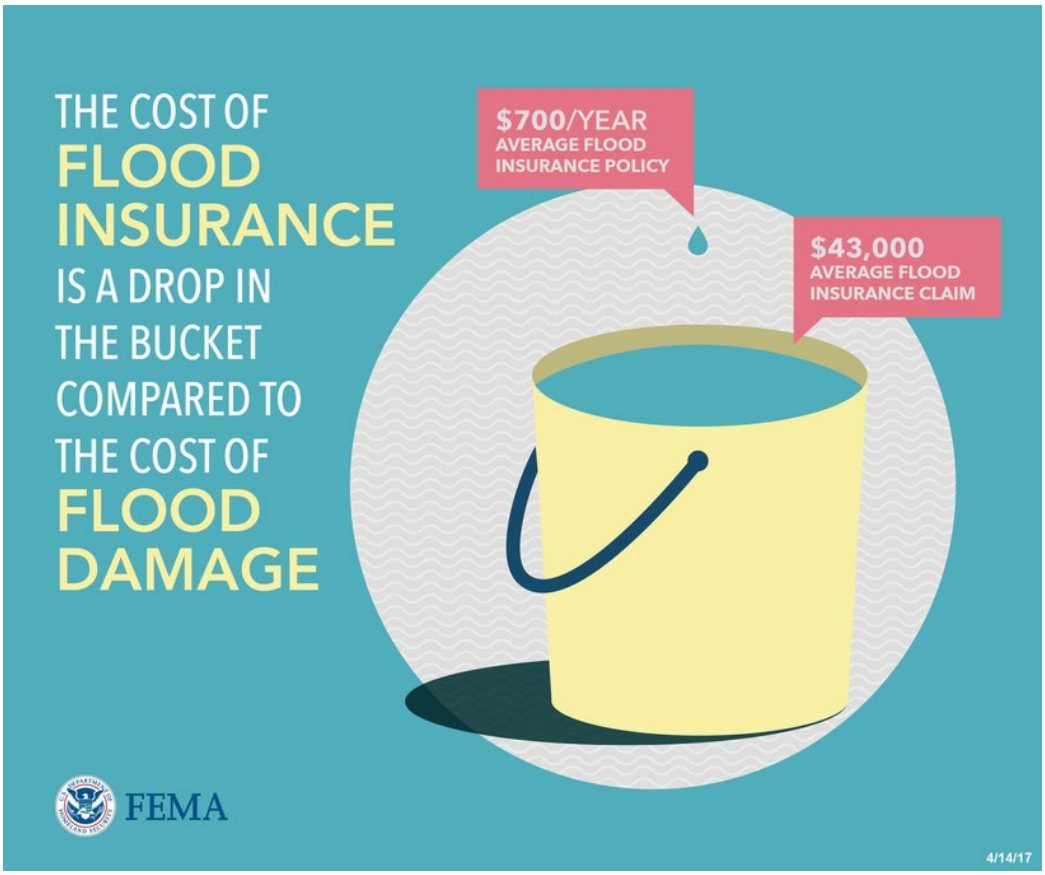

Keep a copy of important documents uploaded to the cloud.
#BeInformed
Ready

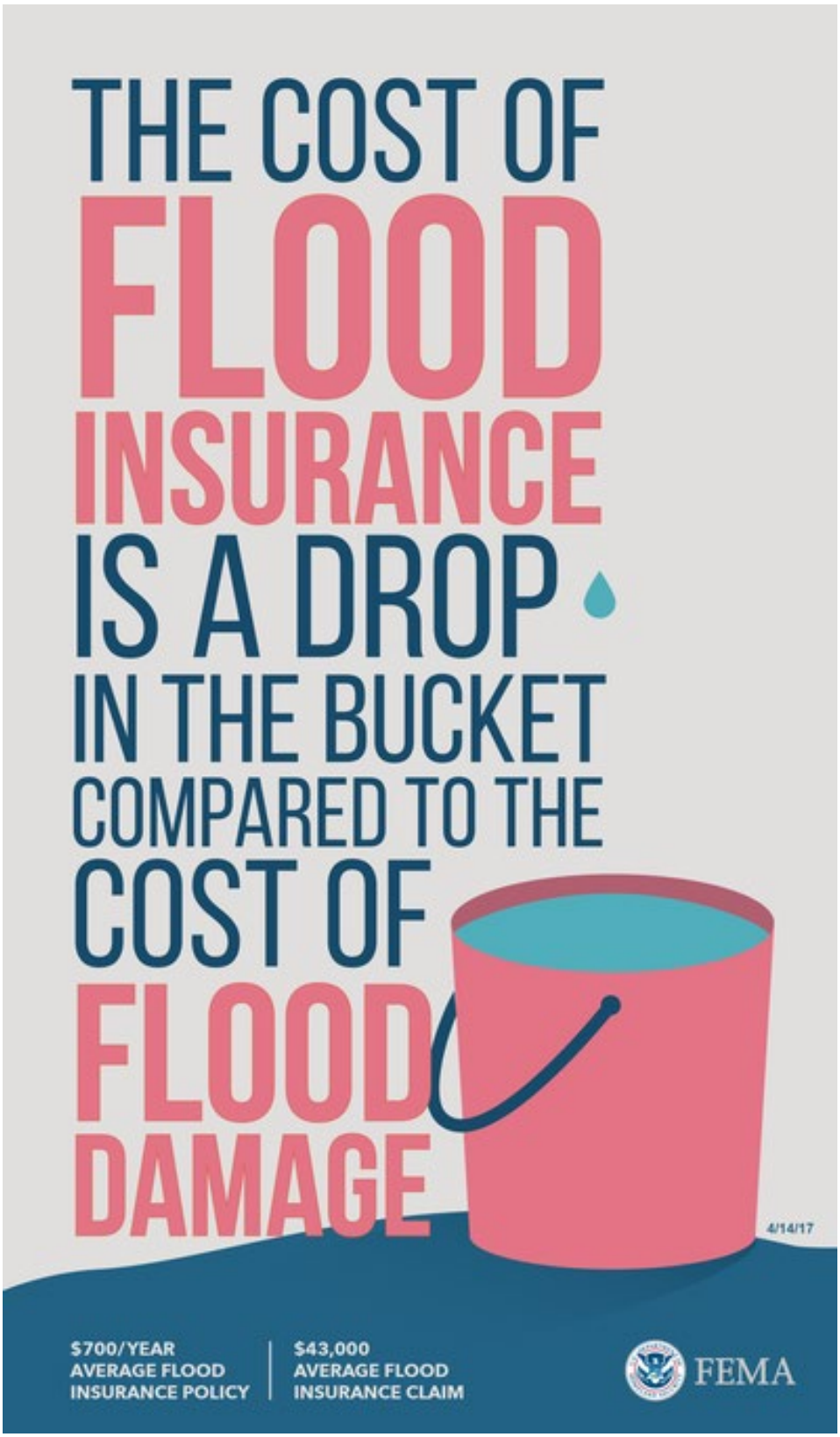

Check your insurance to ensure
you have enough coverage.
#BeInformed
Ready


FINANCIAL
PREPAREDNESS
Ready
MEDICAL INFORMATION
IMPORTANT HOUSEHOLD INFORMATION
RAINY DAY FUND
For more tips visit
www.ready.gov


Be prepared for the
unexpected, maintain
emergency savings.
#BeInformed
Ready


HAVE AN EMERGENCY RAINY DAY FUND.
YOU NEVER KNOW WHEN IT MAY POUR...
LIFE SAVING SKILLS
Ready


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