**Opening Shot:**

Video begins with the Title of the Video on a light gray background.

**Timing:**

5 to 8 seconds including any fade in and fade out should be sufficient to show the title.

**First Scene**

Fade in on the new Home Page with some light music in the background.

**Timing:**

3 seconds, then the voice over begins.

**Voice Over**

“*One of the key benefits of Ready Rating Membership is the access it provides to two emergency preparedness assessments. Ready Rating Go and Ready Rating Advance.”*

**Next Scene**

Cut to the Go Assessment.

**Voice Over Continues**

“*Thousands of organizations from commercial businesses to Houses of Worship, Schools, non-profit institutions, and even some government agencies have used a Ready Rating Assessment to measure the quality of their emergency response plan.”*

**Next Scene**

Show an overview of the **ReadyGo** Assessment pausing very briefly at the heading of each of the 5 groups.

*“Organized into five areas, each of these assessments can provide valuable insight into the depth and breadth of your organization’s current level of preparedness for disaster and other emergencies*

**Next Scene**

Cut to the signup page and show someone finishing inputting their information and clicking the membership box.

*After becoming a Ready Rating Member you can choose which of the two assessments is best for your organization. Both were developed with the assistance of the Red Cross’ Scientific Advisory Council and represent a synthesis industry standards and best practices.*

**Next Scene**

Cut to **ReadyGo and ReadyAdvance choices window**

**NOTE: ADD AS BULLET POINT ON THE SCREEN IF POSSIBLE**

“Two Emergency Assessment choices:”

ReadyGo

ReadyAdvance

***The ReadyGo*** *Assessment is a brief 26 question assessment designed for organizations that are relatively new to emergency planning. Completing this assessment will help you evaluate some of the most critical strengths and weaknesses of your current program and give you access to a Next Step Report that provide recommendations on how to improve your program.*

*Many organizations can complete this assessment in fifteen to thirty minutes.*

*If your organization is experienced or you are interested in a more in-depth measurement, consider investing forty-five minutes to an hour and complete the 60 question* ***ReadyAdvance*** *Assessment.*

Cut to Ready Go Assessment and scroll through sections below

*Each question in the both* ***ReadyGo*** *and* ***ReadyAdvance*** *have a weighted value to measure your organization’s current level of readiness to handle disasters and other emergencies. Performance is measured in five areas. Specifically*

1. ***Participation*** *– which includes questions about management commitment to the emergency plan and the willingness of your organization to involve all stakeholders in the safety initiative.*
2. ***Emergency Planning*** *– a section that focuses on the structure and operational readiness of your actual emergency response policies.*
3. ***Facility and Equipment*** *– this third section of the assessment poses questions dealing with your working environment and the type of tools you have on hand to help cope with emergencies.*
4. ***Training and Exercises*** *– no one can be expected to properly execute a plan without some training. This portion of the questionnaire helps measure the type and frequency of training provided in support of your emergency response effort.*
5. ***Extended Community*** *– the last section of each assessment brings attention to the role that your organization can play in the large context of helping your extended community deal with emergencies.*

*Taken together, these five sections measure your emergency plan’s maturity and completeness.*

**Next Scene**

Show someone clicking through the report and finishing it.

*Taking either of the assessments generates a summary* ***Next Steps Report*** *that evaluates your responses and highlights some* of the *actionable steps you can take to improve your emergency action plans.*

**Next Scene**

Zoom in on a Next Steps report and show clicking on a resource line to a resource (or at least highlight it with the mouse).

*In addition to specific recommendations, the* ***Next Steps Report*** *will link you to a variety of useful resources, tools, and videos, that can help you improve your program.*

**Next Scene**

Jump to the Dashboard rating with 3 Stars

*In addition to the information you gain from participating in one of the assessments and receiving the* ***Next Steps Report****, completing either one will earn you another* ***Star*** *in the* ***Ready Rating Recognition Program****. A second* ***Star*** *can be earned by simply implementing the advice from one or more of the offered recommendations and updating your assessment to show this improvement.   
  
Updating your assessment will also generate an new version of the* ***Next Steps Report*** *containing additional suggestions for improvement.*

**Next Scene**

Cut back to the top of the **ReadyGo** Assessment.

The new Ready Rating provides *a quick overview of these two powerful evaluation tools.*

* ***ReadyGo*** *for organizations that are new to emergency planning, and*
* ***ReadyAdvance*** *which is designed to evaluate more sophisticated programs.*

*You choose which one is right for your organization. You can start now with* ***ReadyGo*** *and move up to* ***ReadyAdvance*** *at any time.*

*To learn more simply sign up for a free membership and begin filling out an assessment.*

*Completing one of the Ready Rating Assessments is a quick but powerful way to get an objective evaluation of your program and take the needed steps to begin enhancing it.*

**Next Scene**

Cut back to the Home Page (do we need to highlight the URL in this shot?).

*For more information, visit the* ***Ready Rating*** *website at* ***www.ReadyRating.org***

***Fade out***