



# United We Prepare

## Pilot Summary & Impact Report

### OVERVIEW

Last year UWGPSNJ joined 13 local United Ways nationwide in a multi-year effort to boost disaster preparedness, response, and recovery in vulnerable communities. Our team delivered an ambitious and highly successful pilot year for the **United We Prepare** initiative. We hosted fire-safety and emergency-preparedness workshops, conducted broad marketing outreach, and solidified partnerships across community and government-based organizations. These efforts significantly increased community awareness, strengthened our presence in the preparedness space, and laid the foundation for long-term program growth.



### MAJOR ACTIVITIES

#### Major Community Outreach & Workshops

- Attended 21 community outreach events, reaching 4,670+ people, distributed 9,600 flyers and resources.
- Hosted 8 fire-safety and emergency preparedness workshops, reaching 255 attendees
- Conducted 2 Train-the-Trainer sessions for Spanish-speaking community organizations.
- Packed 1,500 emergency go-kits with 3 corporate volunteer groups
- Built a workshop request portal and already scheduled 9 workshops for early 2026, with 4 more pending.

#### Key Partnership Highlight

- One of the most impactful outcomes was our strengthened partnership with the **Philadelphia Office of Emergency Management (OEM)**, which began as part of this initiative. Together, we launched the city's first-ever **National Preparedness Month Kickoff**—bringing together agencies such as Immigrant Affairs, Salvation Army, Red Cross, Fire Department, Police Department, and more.
- Co-hosted an emergency preparedness webinar with OEM and are planning for 2 more events in the spring.

# MARKETING IMPACT

## OUTSTANDING PERFORMANCE

Our paid marketing efforts performed **exceptionally well**, driving unprecedented visibility and engagement.

### Highlights

- Over 30 social media ad variants tested, 922,000+ impressions, and 46,000+ clicks
- 557 resource downloads from social media ads and over 310,000 people reached
- **5% CTR**, far above industry norms with Meta Ads
- Over 550,000 impressions on Google Ads, 5,000 clicks and 342 resource downloads
- 1,000,000 impressions on local news websites

### Overall Web Impact

- Paid marketing drove a **3,000% increase** in traffic to the webpage and produced high-quality engagement across all channels.
- Over 13,000 new users to the website

## WORKSHOP SURVEY RESULTS

Workshops significantly increased confidence, awareness, and actionable preparedness steps, empowering participants to protect themselves and their communities.



### Disaster Preparedness

#### Workshop **KEY OUTCOMES**

- **Confidence in preparedness:**  
“Very” or “Extremely Confident” rose from 30% to 72%
- **Awareness of local disaster resources:**  
Participants knowing at least one resource location increased from 45% to 79%
- **Self-reported preparedness:**  
95% feel more prepared after the workshop
- **Planned preparedness actions:**
  - Create an emergency plan/kit: 80%
  - Save emergency contacts: 73%
  - Backup important documents: 68%

## GOALS FOR NEXT YEAR

- Shorter, more interactive workshop formats
- Emergency Preparedness/Business Continuity webinars with the Office of Emergency Management
- Focus on free and low-cost resources and next steps for the community
- More robust and longer marketing campaigns and test new channels