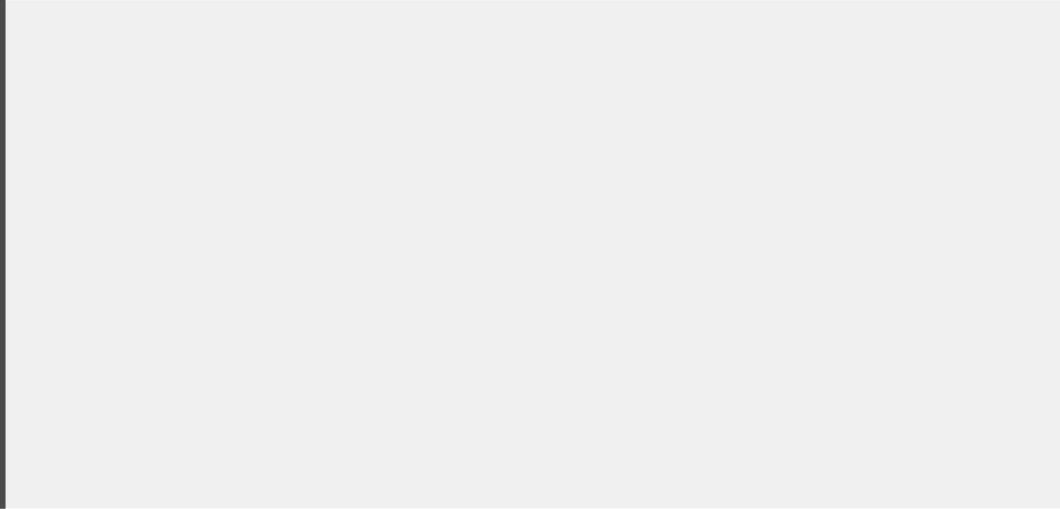
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*This video explains what is meant by resources: management time and attention, assigning staff and 'goaling' them on implementing the program, gradually acquire equipment and prioritize the acquisition after reviewing their HVA. Point out this is an ongoing process..*

**Transcript**

*Every program requires resources in order to be successful. Fortunately, many of the recommendations of the Red Cross* ***Ready Rating Program*** *can be accomplished without the need to spend money.*

*The first and perhaps most important resource needed is management’s commitment to the overall goals of the program. This commitment can take many forms including assignment of staff to work on the emergency preparedness planning committee, conducting exercises to test the effectiveness of the plan, and periodically retaking one of the* ***Ready Rating*** *assessments to measure progress.*

*Seeing management side-by-side with other staff members at preparedness exercises or attending training events sends a powerful and positive message to everyone and demonstrates true commitment to the program’s success.*

*At some point, equipment or other items must be acquired and this will require spending money. However, taking time to conduct a thorough hazard vulnerability assessment will help prioritize your spending. Remember, not everything needs to be purchased immediately. The* ***Ready Rating Resource Center*** *has some tools that can help you create a multi-year budget that will increase your level of preparedness at a steady and affordable pace.*

*Achieving preparedness is an ongoing process – not a one-time event. The* ***Ready Rating Program*** *provides ongoing feedback on your organization’s progress. Supporting the recommendations of the program with both financial and non-financial resources is key to long-term success.*

*Good luck, and thanks for your interest in the* ***Ready Rating Program****.*