

IT'S NOT ENOUGH TO KNOW THE WEATHER...
WE MUST PREPARE FOR IT!

**Building a Weather-Ready
Nation is a team effort!**



**A Weather-Ready Nation
understands the dangers of
extreme weather, water, and
climate events, and responds with
wise decisions that save lives and
prevent economic losses.**

Your organization can help build
a Weather-Ready Nation
as an Ambassador!

Take the next step:
weather.gov/wrn
wrn.feedback@noaa.gov
[@WRNAmbassadors](https://twitter.com/WRNAmbassadors)



AMBASSADOR
WRN

**READY
RESPONSIVE
RESILIENT**



Weather-Ready Nation (WRN) Ambassadors

inspire others to be a force of nature by being ready, responsive, and resilient to the dangerous impacts of extreme weather by partnering with NOAA and other Ambassadors.

Weather-Ready Nation Ambassadors include:

- Local, state, and federal government
- Small and corporate businesses
- Non-profits and associations
- Faith-based organizations
- Schools



Influence Prevails Where Information Fails

The influence of peers is often more effective at motivating people to change behaviors than information alone. If you want your family, friends, and communities to be safe when dangerous weather arrives, the best way to influence them is by YOU making wise decisions. Once you become informed, it's time to influence!

4 Awesome Reasons to Become a WRN Ambassador

1. Knowledge at Your Fingertips – Useful safety information will keep you safe when dangerous weather strikes.
2. Peer Influence – Your peers will follow your example during dangerous weather events, keeping them safe.
3. Platform to Speak Up – Your constructive feedback will lead to better forecast messages and weather safety information that will reach millions.
4. Organizational Pride – You can proudly display your organization's service to your community with the WRN Ambassador logo on your website, social media, or other products that people see.



Serve Your Community Today!

There are thousands of WRN Ambassadors, ranging from schools, local emergency management offices, and businesses, to Congressional offices. Your organization can become one too! Take the next step at weather.gov/wrn.

**Thank you to our amazing Ambassadors!
Together, we are building
a WEATHER-READY NATION!**

