



**MARYLAND  
RESPONDS**  
MEDICAL RESERVE CORPS

# IDENTITY TOOLKIT

A Resource Guide for Promoting the  
Maryland Responds Medical Reserve Corps  
Network Identity

2015

This toolkit was developed by the Maryland Responds Medical Reserve Corps State Program. Please direct questions and feedback to:

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## OVERVIEW

This toolkit serves as a resource to help promote and build awareness of the statewide identity for the Maryland Responds Medical Reserve Corps (MRC) Network. It provides the information necessary for Maryland Responds local and response units to effectively communicate their roles and functions in the community. It also will help reinforce a consistent image and message about the MRC, both state- and nation-wide.

The Maryland Responds MRC Network identity is a system of key messages and visual communications, graphically coordinated in such a way that the public easily identifies the Maryland Responds MRC Network, its constituent parts and its activities. A clear and consistent identity is key to maintaining a strong image for the Maryland Responds MRC Network. The identity connects and leverages the Network's many parts and is easily recognized and understood by its wide-ranging audiences.

The Network identity is meant to complement, not replace, the identities already established by local and response units. Through consistent use of the Network identity, rather than rigid requirements for the design of all Maryland Responds materials, these guidelines provide the means to create a family look for print and online collateral through unifying elements. This consistency also associates Maryland Responds with its brand values of community service, action, resourcefulness and teamwork.

## CORE ELEMENTS

There are several core elements that form the foundation of the Maryland Responds MRC Network identity and contribute to the development of a strong brand. The core elements have been designed to bring consistency to the look and messages conveyed by the organization, both at the state and local level, while allowing the flexibility for Maryland Responds units to incorporate their own unique identities. Core elements include:

- Standard terminology
- Key messages
- Color palette
- Typography
- Logo

Also included in this toolkit are tips for social media engagement and a resource catalog that provides an overview of the materials available to Maryland Responds units to support recruitment and promotional activities.

## ACCESSING THE TOOLKIT MATERIALS AND FILES

All materials presented in this toolkit can be downloaded from the documents library of the Maryland Responds Registry. Follow the directions below to access the files:

1. Sign into the Maryland Responds Registry at <https://mdresponds.dhmh.maryland.gov/>.
2. From the top tab menu, select the "Documents" tab.
3. Open the folder "Maryland Responds Identity Toolkit," to download the files.

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# STANDARD TERMINOLOGY

The following list of standard terminology was developed to assist unit administrators in promoting their unit within the community. This terminology will help when communicating information about the Maryland Responds MRC, the registration process and being a Maryland Responder. The use of abbreviations in Maryland Responds recruitment messaging and other public communications, other than those that are well-known and widely accepted, is discouraged.

## ORGANIZATIONAL TERMINOLOGY

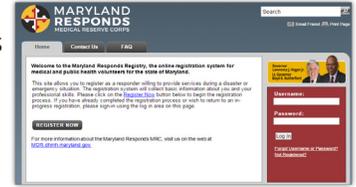
|  |   |
|--|---|
| <b>Maryland Responds Medical Reserve Corps (MRC)</b> | This term refers to the state public health and medical volunteer program which encompasses previous iterations including MDResponds, Maryland Professional Volunteer Corps (MPVC) and the Maryland Mental Health Volunteer Corps (MMHVC). In response to focus group findings that suggest the name “MD Responds” gives an impression that we are only interested in medical volunteers, we renamed the program “Maryland Responds,” to be more inclusive of all professional backgrounds. |
| <b>State Program</b>                                 | This term is used to describe the state program office, housed within the Maryland Department of Health and Mental Hygiene Office of Preparedness and Response.   |
| <b>Local Unit</b>                                    | This term refers to the MRC units housed within Maryland’s Local Health Departments. Previous iterations include “County Unit.”   |
| <b>Response Unit</b>                                 | This term refers to specialized MRC response teams, such as the Animal Emergency Response Corps (administered by the Maryland Department of Agriculture) and the Medical Examiner Dental Identification Team (administered by the Maryland State Office of the Chief Medical Examiner).   |
| <b>Administrator</b>                                 | This term is used to describe the staff who manage an MRC unit. For example, “Contact the state program <b>administrators</b> for more information about this toolkit,” or “Your local unit <b>administrator</b> can help you find volunteer opportunities within your community.”  |
| <b>Maryland Responder</b>                            | This term replaces the term, “MDResponds Volunteer.” Using the official title of “ <b>Responder</b> ” (with a capital “R”) gives weight to the duty a volunteer is taking on. It adds a level of officiality and also gives Responders a title and identity they can collectively rally around.   |
| <b>Maryland Responds MRC Network</b>                 | This term is used to describe all components of the Network, including the state program, local units and response units.   |

# STANDARD TERMINOLOGY

## PROGRAMMATIC TERMINOLOGY

### Maryland Responds Registry

Previously called the “MDResponds Volunteer Registry,” the Maryland Responds Registry refers to the statewide volunteer registration and management system: <https://mdresponds.dhmd.maryland.gov>.



### Responder Profile

Previously called the “volunteer profile,” the Responder profile refers to the account all Responders create within the Maryland Responds Registry.

### Registration

Clarity is needed surrounding the initial process of becoming a member of the Maryland Responds MRC and the extent of what the process entails. By using terms such as “Register,” “Apply,” “Screening,” and “Get started today!” we are implying that this is the beginning of something or there’s more to come. By calling sign-up an “application” or an “initial screening,” we are also adding a feeling of exclusivity that matches the desired prestige of the “new” Maryland Responds.

### Readiness

The language used previously to describe the “deployment eligibility requirements” could be considered confusing and daunting. “Readiness” is shorter, action-oriented, easier to understand and is reflective of what is actually happening during this phase of the process. It also fits with the overall message of preparedness that Maryland Responds exudes. The term “Readiness” can be used in several ways to describe the process and the extent of what the process entails. For example, “Readiness steps are laid out on the Road to Readiness checklist.” “Revisit these steps often to ensure you’re maintaining readiness to deploy.”

### Responder Status

Responder Status indicates a volunteer’s readiness to deploy. After completing the initial registration process, new members are considered “Responders in Training.” Once a Responder in Training completes the readiness steps, they are considered “Ready Responders” and are eligible for deployment.

### Ready Responder Kit

When a volunteer reaches Ready Responder Status, the state program will issue them a “Ready Responder Kit.” The kit includes standard items, such as the Maryland Responds signature shirt, Responder ID badge, Responder resource guide and deployment field guide. Additional items, such as water bottles and first aid kits, are also included when available.

# KEY MESSAGES

## KEY MESSAGES

This section provides messaging templates and background information to help you with your recruitment and promotion efforts. There are multiple strategies that can be used to recruit new volunteers. Because every community is different, what works as an optimal recruitment method in one jurisdiction may not be as effective in another. Listed below are some examples of recruitment options:

- Mass mailings/emailing
- Local radio and television spots, newspaper ads
- Press releases
- Housing organization website publicity
- Presentations within the community and to professional organizations
- Professional newsletters and journals
- Coordinated recruitment with other partners (e.g., Citizen Corps, Community Emergency Response Teams)
- Booths or tables at community events
- Social media

## CORE MESSAGING THEME

“Ready for Anything,” is a core messaging theme that can be extended across Maryland Responds’ various types of communications. The following call to action statement is a good example:

“Maryland Responders are dedicated volunteers who stand ready to respond to the public health needs of our community. Whether it’s responding to a natural disaster or helping community members prepare for flu season, Maryland Responders are **Ready for Anything**. Help us prepare and protect our community by becoming a Maryland Responder today!”

## POSITIONING STATEMENT

The positioning statement serves as a key message that should be reiterated consistently when communicating information about the Maryland Responds MRC.

“The Maryland Responds Medical Reserve Corps (MRC) is a community-based, civilian, volunteer program that helps build the public health infrastructure and response capabilities of communities in Maryland. Maryland Responds is composed of dedicated Responders who stand ready to volunteer their skills, expertise and time to support ongoing public health initiatives and to assist during emergencies.”

## TAGLINE

“When disaster strikes... Maryland Responds” is the official tagline of the Maryland Responds MRC. As shown in the poster below, the tagline can be used in recruitment publications as well as in social media posts.



## TALKING POINTS

This section lists general talking points about Maryland Responds. As you speak with potential volunteers, use these talking points to start a conversation and to ensure you cover all of the important facts. Feel free to adapt these talking points to match your unit's needs. For more information, see the Maryland Responds FAQ Web page at: <http://bit.ly/MDRAboutVolunteering>.

### Membership

- Maryland Responders include medical and public health professionals, such as physicians, nurses, physician assistants, pharmacists, dentists, veterinarians and epidemiologists. Many other nonmedical community members also volunteer with Maryland Responds, such as interpreters, chaplains, office workers and legal advisors.
- Maryland Responders may deliver a variety of necessary public health services during a crisis, such as providing care directly to individuals seeking medical or mental health attention at disaster relief shelters. Volunteers may also serve a vital role by assisting their communities with ongoing public health needs (e.g., immunizations, screenings, health and nutrition education, volunteering in community health centers and local hospitals).
- Membership is open to anyone over 18 years of age who is interested in promoting public health and assisting in the event of an emergency.
- A decision to register with Maryland Responds does not require or imply 24 hour availability; your decision to accept a mission is voluntary.
- Members receive emergency alerts, preparedness information, access to free trainings and the opportunity to volunteer to support emergency response efforts, ongoing public health initiatives and community disaster preparedness drills.

### Volunteer Benefits

- You've worked hard in your career to master a variety of skills – in medicine, public health and safety, communications or a number of other areas. Volunteering with Maryland Responds is a simple and effective way to use and improve those skills while helping to keep your family, friends and neighbors safe and healthy.
- Volunteering can give you the great satisfaction of helping others. For many individuals, volunteering provides a sense of purpose and meaning in their lives.
- Volunteering provides opportunities for social interactions with fellow volunteers and supports an important activity in the community. Interacting with others with a common interest is also a great way to create new relationships and to build your professional network.
- Volunteering can have a significant effect on your own health. Research presented by the Corporation for National and Community Service shows a strong relationship between volunteering and health: those who volunteer have lower mortality rates, greater functional ability and lower rates of depression later in life than those who do not volunteer. For more information, see *The Health Benefits of Volunteering: A Review of Recent Research* here: [http://www.nationalservice.gov/pdf/07\\_0506\\_hbr\\_brief.pdf](http://www.nationalservice.gov/pdf/07_0506_hbr_brief.pdf).

# KEY MESSAGES

- Additional volunteer benefits include:
  - Access a comprehensive emergency response and preparedness training program which will enhance your ability to respond effectively.
  - Gain free continuing education credits, for some online and in-class courses.
  - Train and work with local and state emergency management and response officials.
  - Learn about personal, family and community preparedness.
  - Gain valuable hands-on experience in disaster preparedness and public health emergency response.
  - Make a difference in your community.



## Benefits to the Community

- The Maryland Responds MRC provides several benefits to the community. Major local emergencies can overwhelm the capability of first responders, especially during the first 12-72 hours. Having citizens who are prepared to take care of themselves, their families and others during times of crises will allow first responders to focus their efforts on the most critical life-threatening situations.
- An organized and well-trained MRC unit translates into volunteers who can effectively respond to an emergency, are familiar with their community's response plan, know what materials are available for their use, recognize partners in the response area and know where their skills can be utilized to their best advantage in a coordinated manner.
- Additional benefits of the Maryland Responds MRC to the community include:
  - Enhances Maryland's emergency preparedness and response capabilities by augmenting county- and state-level public health and medical services with a source of pre-identified, credentialed and trained volunteers.
  - Enables communities to meet specific health needs and affords the local community more autonomy by reducing the dependence on state and national resources.
  - Gives community members the opportunity to participate in developing strategies to make their communities healthier and safer.
  - Enables dialogue between emergency management and public health agencies.
  - Provides a collaborative atmosphere for information sharing and coordination among response partners.

## SOCIAL MEDIA ENGAGEMENT

Social media is a great strategy for recruiting new volunteers, engaging current members and promoting your unit's local activities. This section provides tips and templates for using social media to communicate information about Maryland Responds. Most of the URL addresses used in this section have been shortened. To view full URL addresses, see the Short Link Identifier Table on [page 13](#).

- Follow the Maryland Responds state program's pages and re-tweet or share our posts.
  - Twitter URL: [www.twitter.com/MarylandOPR](http://www.twitter.com/MarylandOPR)
  - Twitter handle: @MarylandOPR
  - Facebook URL: [www.facebook.com/MDResponds](http://www.facebook.com/MDResponds)
  - LinkedIn URL: <http://bit.ly/MDRlinkedln>
- When possible, use the following links in your social media posts:
  - Hashtag #MarylandResponds
  - Website URL <http://mdr.dhmf.maryland.gov>
  - Registry URL <https://mdresponds.dhmf.maryland.gov>
- For example, tell your social media followers to:
  - Learn more about #MarylandResponds at <http://mdr.dhmf.maryland.gov>
  - Register for #MarylandResponds at <https://mdresponds.dhmf.maryland.gov>
- Respond to questions and share your unit's recent activities within the community. Share information about your unit's activities at least once a month to maintain interest.
- Add images and videos to your messages that highlight your activity or that tell a story. Images can be moving and more engaging than words.
- Engage your followers by asking open-ended questions. For example, "The best way for me to prepare for a volunteer deployment is to \_\_\_\_\_. What's yours?"
- Tailor your messages so they are relevant to local response partners and reflect local disaster risks.
- End each message with a simple call to action. For example, "When disaster strikes, Maryland Responds. Register today!"

### Maryland Responds Facebook Page



# SOCIAL MEDIA

The following sample Tweets and Facebook posts can be used to promote Maryland Responds and engage your network. Feel free to customize them to fit your needs. Please keep in mind that Tweets must be under 140 characters, including spaces.

## SAMPLE TWEETS

- When disaster strikes, #MarylandResponds. Join us at <http://bit.ly/MDRRegistry>
- Looking to get involved in your community? Register w/ #MarylandResponds at <http://bit.ly/MDRRegistry>
- Are u ready for anything? #MarylandResponds offers free training & exercises to ready the community. <http://bit.ly/MDRHome>
- *[Caption for photo]:* We are registering volunteers for #MarylandResponds today! Register online at <http://bit.ly/MDRRegistry>
- Want to help during #mdwx & #pubhealth emergencies? Join #MarylandResponds to receive alerts & help: <http://bit.ly/MDRRegistry>
- Catch up on the latest happenings of #MarylandResponds in our quarterly newsletter, *The Pulse*: <http://bit.ly/MDRNews>
- Will you be ready to respond when a disaster strikes? Make sure you are a #MarylandResponds Ready Responder: <http://bit.ly/MDRReadiness>

## SAMPLE FACEBOOK POSTS

- The #MarylandResponds Medical Reserve Corps (MRC) Network is a community-based, civilian, volunteer program that helps build the public health infrastructure and response capabilities of communities in Maryland. Register today at <https://mdresponds.dhmh.maryland.gov>.
- The #MarylandResponds MRC is composed of dedicated Responders who stand ready to volunteer their skills, expertise and time to support ongoing public health initiatives and assist during emergencies. Do you have what it takes to be a Maryland Responder? Learn more at <http://mdr.dhmh.maryland.gov>.
- #MarylandResponders are dedicated volunteers who stand ready to respond to the public health needs of our community. Whether it's responding to a natural disaster or helping community members prepare for flu season, #MarylandResponders are *READY FOR ANYTHING*. Help us prepare and protect our community by registering with #MarylandResponds today: <https://mdresponds.dhmh.maryland.gov>.
- You've worked hard in your career to master a variety of skills – in medicine, public health, safety, logistics, communications or a number of other areas. Volunteering with #MarylandResponds is a simple and effective way to use and improve those skills while helping to keep your family, friends and neighbors safe and healthy. Register today at <https://mdresponds.dhmh.maryland.gov>.
- If you were called upon to help your community today, would you be ready? Learn more about #MarylandResponds at <http://mdr.dhmh.maryland.gov> and register today at <https://mdresponds.dhmh.maryland.gov>.

- #MarylandResponders - Would you know what to do in the event of a significant public health incident, such as a natural disaster, pandemic or act of terrorism? Visit the OP&R Be Prepared Webpage for information on how to prepare for and respond to a variety of emergencies: <http://bit.ly/OPR-factsheets>.
- Thank you #MarylandResponders for your dedication to promoting public health! Read up on the incredible work of our Responders in our quarterly newsletter, *The Pulse*: <http://bit.ly/MDRNews>.

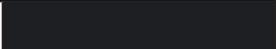
## SHORT LINK IDENTIFIER TABLE

| Website/Webpage                                 | Short URL   | Full URL  |
|---|---|---|
| Maryland Responds Website                       | <a href="http://bit.ly/MDRHome">http://bit.ly/MDRHome</a>                           | <a href="http://mdr.dhmh.maryland.gov">http://mdr.dhmh.maryland.gov</a>   |
| Maryland Responds Registry                      | <a href="http://bit.ly/MDRRegistry">http://bit.ly/MDRRegistry</a>                   | <a href="https://mdresponds.dhmh.maryland.gov">https://mdresponds.dhmh.maryland.gov</a>   |
| Maryland Responds FAQ Webpage                   | <a href="http://bit.ly/MDRAboutVolunteering">http://bit.ly/MDRAboutVolunteering</a> | <a href="http://mdr.dhmh.maryland.gov/SitePages/AboutVolunteering.aspx">http://mdr.dhmh.maryland.gov/SitePages/AboutVolunteering.aspx</a>   |
| Maryland Responds Newsletters Webpage           | <a href="http://bit.ly/MDRNews">http://bit.ly/MDRNews</a>                           | <a href="http://mdr.dhmh.maryland.gov/SitePages/News.aspx">http://mdr.dhmh.maryland.gov/SitePages/News.aspx</a>   |
| Maryland Responds Maintaining Readiness Webpage | <a href="http://bit.ly/MDRReadiness">http://bit.ly/MDRReadiness</a>                 | <a href="http://mdr.dhmh.maryland.gov/Pages/ReadyResponderStatus.aspx">http://mdr.dhmh.maryland.gov/Pages/ReadyResponderStatus.aspx</a>   |
| Maryland Responds LinkedIn Webpage              | <a href="http://bit.ly/MDRlinkedin">http://bit.ly/MDRlinkedin</a>                   | <a href="https://www.linkedin.com/groups/MD-Responds-Marylands-Medical-Public-7455280/about">https://www.linkedin.com/groups/MD-Responds-Marylands-Medical-Public-7455280/about</a> |
| OP&R Be Prepared Webpage                        | <a href="http://bit.ly/OPR-factsheets">http://bit.ly/OPR-factsheets</a>             | <a href="http://preparedness.dhmh.maryland.gov/SitePages/Be%20Prepared.aspx">http://preparedness.dhmh.maryland.gov/SitePages/Be%20Prepared.aspx</a>                                 |

# COLOR & TYPOGRAPHY

## COLOR PALETTE

The state colors express our role as Maryland's Medical Reserve Corps. Strategic use of color creates powerful visual impact and is an immediate signal of quality. As such, we strongly encourage the use of the three colors in the Maryland Responds logo family whenever possible. The official colors of the Maryland Responds logo family are red, gold and black. Use the color chart below to achieve the correct colors.

| Color | Sample  | HEX-Code* | RGB*           | CMYK                |
|-------|---|-----------|----------------|---------------------|
| Red   |   | #B62025   | 182 / 32 / 37  | 19 / 100 / 100 / 11 |
| Gold  |  | #F5B82B   | 245 / 184 / 43 | 3 / 29 / 93 / 0     |
| Black |  | #1F2125   | 31 / 33 / 37   | 75 / 68 / 61 / 71   |

### \*Color Terminology Key

- **Hexadecimal Code (Hex-Code):** Color hexadecimal codes gives information about colors including color models RGB and CMYK.
- **RGB:** The color scale used in Microsoft Office (Word, PowerPoint and Publisher), Web and interactive designs.
- **CMYK:** Four-color printing process that uses cyan, magenta, yellow and black inks to create other colors including photos.

## TYPOGRAPHY

Typefaces have unique characteristics that help communicate specific messages. The official serif typeface of the Maryland Responds identity is Montserrat, which was chosen for its combination of traditional and contemporary styling. The official sans-serif typeface of the program is Open Sans. These fonts are used in the Maryland Responds logo, however, are not required for correspondence and other desktop documents. When either of these typefaces are unavailable, it is acceptable to use Arial or Arial Narrow as a substitute.

## MARYLAND RESPONDS MRC NETWORK RESOURCE CATALOG

This section provides an overview of the resources available to Maryland Responds MRC units to support their recruitment and promotional activities. Descriptions and thumbnails of resources that are available for use are included in the following pages.

### LOGO

The Maryland Responds logo is a graphic mark designed to foster and to incite instant public recognition. The Maryland Responds logo family includes the primary and secondary logos, symbol and wordmark, and the local and response unit logos. The Maryland Responds logo family provides consistency and cohesiveness among units. To establish a uniform brand, the Maryland Responds logo includes standard elements that cannot be changed, such as the program name, Maryland Responds.

### RECRUITMENT RESOURCES

Recruitment resources are intended for distribution among potential volunteers and can be used to inform the public about Maryland Responds. Recruitment materials includes a flier, postcard and poster that can be customized with local and response unit contact information.

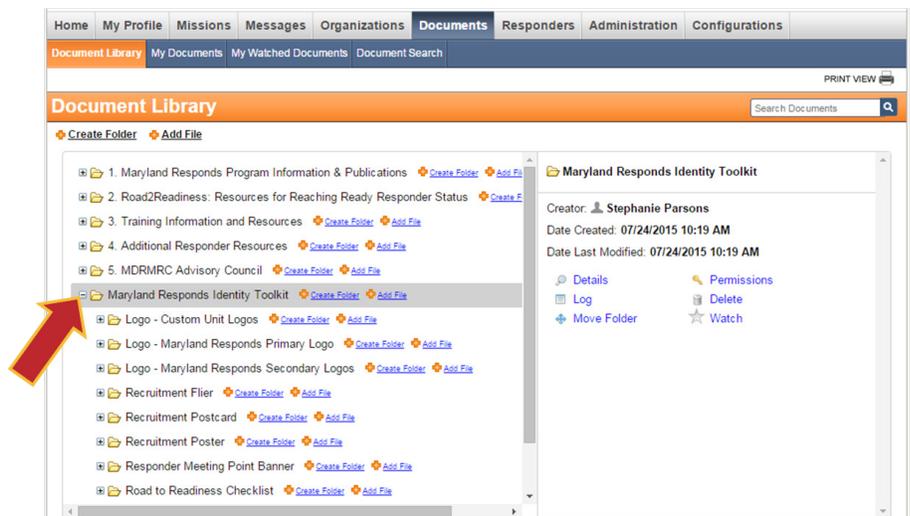
### COMMUNICATIONS RESOURCES

Communication resources are designed to help keep current Maryland Responds engaged and prepared. Communication resources include the Road to Readiness flier and the Responder Meeting Point Banner.

### ACCESS THE FILES

All resources mentioned in this toolkit can be downloaded from the Maryland Responds Registry's document library. Follow the directions below to access the files:

1. Sign into the Maryland Responds Registry at [msponds.dhmh.maryland.gov](https://msponds.dhmh.maryland.gov).
2. From the top tab menu, select the "Documents" tab.
3. Open the folder "Maryland Responds Identity Toolkit," to download the files.



# LOGO GUIDELINES

## GENERAL USAGE GUIDELINES

The Office of Preparedness and Response, through the Maryland Department of Health and Mental Hygiene, has the responsibility of maintaining the credibility and integrity of the Maryland Responds logo from any intentionally misleading purpose or misguided use. This guide explains the elements of the logo, basic specifications for reproduction and the proper use of the complete Maryland Responds logo family. This section will help you use the logo usage guidelines easily and accurately. Your careful attention to these specifications will ensure consistent quality. File formats are provided for use in commercial printing, desktop publishing, electronic presentations and Internet communication.

Unit administrators and response partners can gain access to use the logo and logo variations by contacting the Maryland Responds MRC state program at [mdresponds.dhmh@maryland.gov](mailto:mdresponds.dhmh@maryland.gov) or 410-767-7772.

Below are some basic do's and don'ts.

### DO:

- ☑ Use the Maryland Responds primary/secondary logo or custom unit logo to represent your unit's brand. This could include using the logo in your email signature block, on your organization's website or in recruitment materials.
- ☑ Use the Maryland Responds primary/secondary logo or custom unit logo to represent your unit's activities. This could include using the logo in training and exercise fliers and event signage.
- ☑ Use clear space to isolate the logo from competing graphic and page elements.

### DON'T

- ☒ Alter the logo colors.
- ☒ Rotate or change the direction of the logo.
- ☒ Incorporate the Maryland Responds primary/secondary logo or custom unit logo into product names or packaging.

# MARYLAND RESPONDS LOGO

## MARYLAND RESPONDS PRIMARY LOGO

The **primary logo** consist of two parts: the symbol and the wordmark. The primary logo is the preferred application in most instances.



*Primary Logo*

## COMPONENTS OF THE PRIMARY LOGO

The **symbol** and **wordmark** may be used alone only under special circumstances, such as for Web badges and for imprinting on promotional items.

*Symbol*



*Wordmark*



## MARYLAND RESPONDS SECONDARY LOGOS

Secondary logos include a **vertical** and **centered** version of the primary logo. These configurations may be used as alternatives to the primary logo in formats where a vertical or centered design is preferable.

*Vertical Logo*



*Centered Logo*



# CUSTOM UNIT LOGOS

## INCORPORATING MARYLAND RESPONDS UNIT IDENTITIES

Consistency is important to the success of the Maryland Responds MRC identity and overall brand recognition. A complementary system of unit identification logos have been designed for each Maryland Responds local and response units.

Maryland Responds units are encouraged to use their custom logo in communications materials and when hosting local events to achieve a sense of local ownership. Additionally, use of the custom logo localizes the commitment to build community resilience through the MRC and connects the unit with the Maryland Responds MRC Network.

## CUSTOM LOCAL UNIT LOGOS



## CUSTOM RESPONSE UNIT LOGOS



# RECRUITMENT FLIER

## MARYLAND RESPONDS RECRUITMENT FLIER

The Maryland Responds recruitment flier is a 8.5" x 11" handout that may be used for general recruitment purposes. The flier incorporates the Maryland Responds tagline, core messaging theme and logos. It also presents a brief overview of the Maryland Responds MRC and includes the link to the Maryland Responds website where one can learn more and access the Maryland Responds Registry.

This version of the flier (shown below) includes the state program contact information. It can be used as is, or may be customized to include local or response unit contact information (see [page 21](#)).



The recruitment flier features a red and white diagonal striped header and footer. The main content area is white with a yellow background for the bottom section. At the top, it says "WHEN DISASTER STRIKES..." in black. Below this is a circular logo composed of interlocking puzzle pieces in yellow, black, red, and white. The text "MARYLAND RESPONDS" is prominently displayed in large, bold, black letters. Underneath, the tagline "ARE YOU READY FOR ANYTHING?" is written in red. A URL "Join us: mdr.dhnh.maryland.gov." is provided in black. The bottom section has a yellow background and contains a photograph of a group of people in front of a blue military aircraft. To the right of the photo, text describes Maryland Responders as dedicated volunteers and provides contact information. At the bottom, there are two columns: "MARYLAND RESPONDS MRC" with logos for the Medical Reserve Corps and the Maryland Department of Health and Mental Hygiene's Office of Preparedness and Response, and "CONTACT" with various contact details.

WHEN DISASTER STRIKES...



**MARYLAND  
RESPONDS**

**ARE YOU READY FOR ANYTHING?**

Join us: [mdr.dhnh.maryland.gov](http://mdr.dhnh.maryland.gov).



Maryland Responders are dedicated volunteers who stand ready to respond to the public health needs of our community. Whether it's responding to a natural disaster or helping community members prepare for flu season, Maryland Responders are **READY FOR ANYTHING**.

Help us prepare and protect our community by becoming a Maryland Responder today! To learn more, visit: [mdr.dhnh.maryland.gov](http://mdr.dhnh.maryland.gov).

**MARYLAND RESPONDS MRC**



**CONTACT**  
MDR State Program Office  
Email | [mdresponds.dhnh@maryland.gov](mailto:mdresponds.dhnh@maryland.gov)  
Web | [mdr.dhnh.maryland.gov](http://mdr.dhnh.maryland.gov)  
Facebook | [facebook.com/mdresponds](https://facebook.com/mdresponds)  
Twitter | [twitter.com/MarylandOPR](https://twitter.com/MarylandOPR)  
LinkedIn | [bit.ly/LinkedInMDResponds](https://bit.ly/LinkedInMDResponds)

# RECRUITMENT FLIER

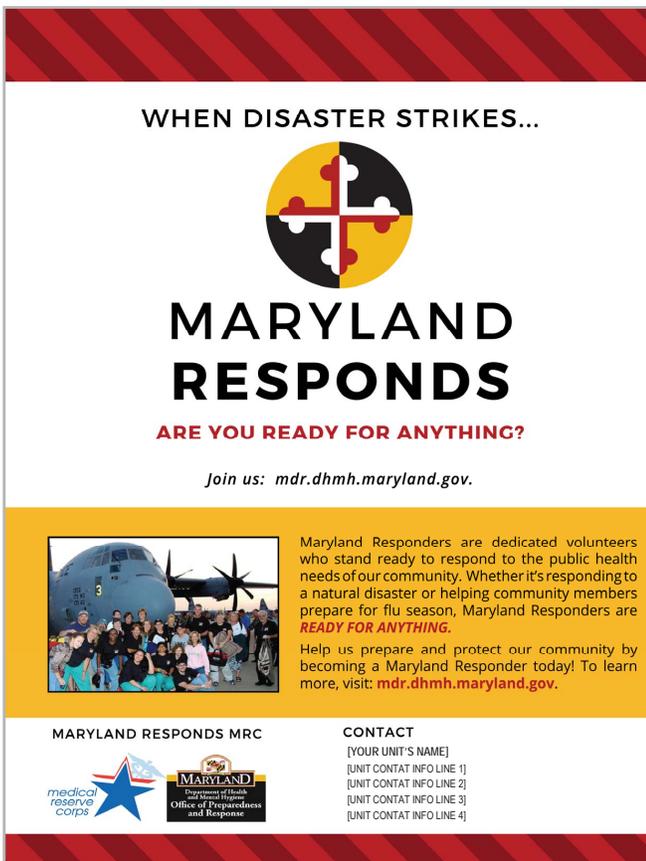
## MARYLAND RESPONDS RECRUITMENT FLIER - CUSTOMIZABLE

### Customizable Recruitment Flier

The customizable recruitment flier is available for download in both Microsoft Publisher and Adobe Acrobat Pro. Refer to [page 27](#) for instructions on customizing Maryland Responds materials.

### Sample Customized Recruitment Flier

Below is a sample of a customized recruitment flier using the Montgomery County MRC unit information.



WHEN DISASTER STRIKES...



**MARYLAND  
RESPONDS**

**ARE YOU READY FOR ANYTHING?**

Join us: [mdr.dhmh.maryland.gov](http://mdr.dhmh.maryland.gov).



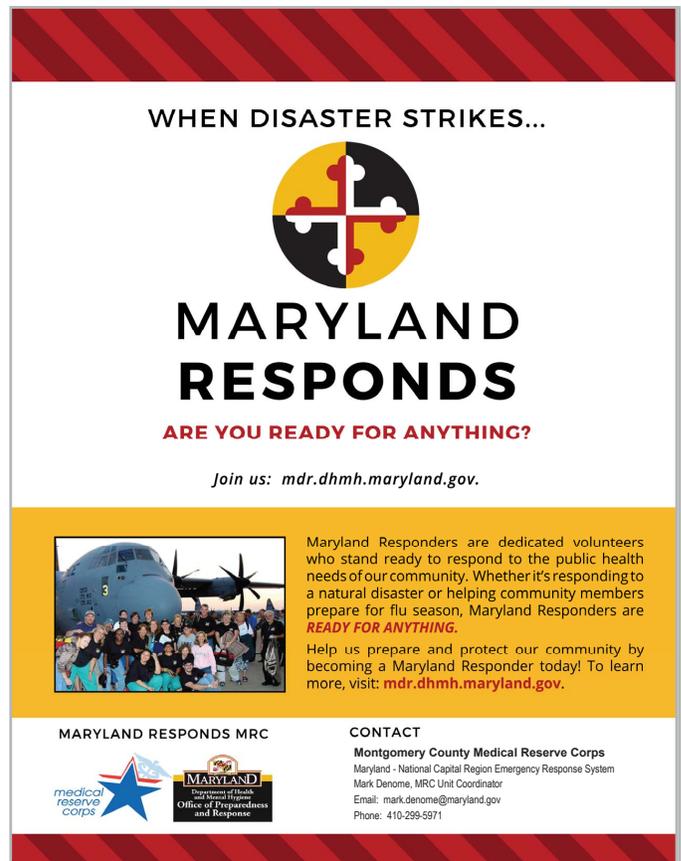
Maryland Responders are dedicated volunteers who stand ready to respond to the public health needs of our community. Whether it's responding to a natural disaster or helping community members prepare for flu season, Maryland Responders are **READY FOR ANYTHING**.

Help us prepare and protect our community by becoming a Maryland Responder today! To learn more, visit: [mdr.dhmh.maryland.gov](http://mdr.dhmh.maryland.gov).

**MARYLAND RESPONDS MRC**



**CONTACT**  
[YOUR UNIT'S NAME]  
[UNIT CONTACT INFO LINE 1]  
[UNIT CONTACT INFO LINE 2]  
[UNIT CONTACT INFO LINE 3]  
[UNIT CONTACT INFO LINE 4]



WHEN DISASTER STRIKES...



**MARYLAND  
RESPONDS**

**ARE YOU READY FOR ANYTHING?**

Join us: [mdr.dhmh.maryland.gov](http://mdr.dhmh.maryland.gov).



Maryland Responders are dedicated volunteers who stand ready to respond to the public health needs of our community. Whether it's responding to a natural disaster or helping community members prepare for flu season, Maryland Responders are **READY FOR ANYTHING**.

Help us prepare and protect our community by becoming a Maryland Responder today! To learn more, visit: [mdr.dhmh.maryland.gov](http://mdr.dhmh.maryland.gov).

**MARYLAND RESPONDS MRC**



**CONTACT**  
**Montgomery County Medical Reserve Corps**  
Maryland - National Capital Region Emergency Response System  
Mark Denome, MRC Unit Coordinator  
Email: [mark.denome@maryland.gov](mailto:mark.denome@maryland.gov)  
Phone: 410-299-5971

# RECRUITMENT POSTCARD

## MARYLAND RESPONDS RECRUITMENT POSTCARD

The Maryland Responds recruitment postcard is a 4" x 5.5" double-sided, card stock handout that may be used for general recruitment purposes. The postcard incorporates the Maryland Responds tagline, core messaging theme, logos, an overview of the Maryland Responds MRC and the link to the Maryland Responds website where one can learn more and access the Maryland Responds Registry

This version of the postcard (shown below) includes the state program contact information. It can be used as is, or customized with local or response unit contact information (see [page 23](#)).

### Front



### Back



# RECRUITMENT POSTCARD

## MARYLAND RESPONDS RECRUITMENT POSTCARD - CUSTOMIZABLE

### Customizable Recruitment Postcard

The customizable recruitment postcard is available for download in both Microsoft Publisher and Adobe Acrobat Pro. Refer to [page 27](#) for instructions on customizing Maryland Responds materials.

**MARYLAND  RESPONDS**

Maryland Responders are dedicated volunteers who stand ready to respond to the public health needs of our community. Whether it's responding to a natural disaster or helping community members prepare for flu season, Maryland Responders are **READY FOR ANYTHING.**

Help us prepare and protect our community by becoming a Maryland Responder today! To learn more, visit: [mdr.dhmh.maryland.gov](http://mdr.dhmh.maryland.gov).

**CONTACT**

### Sample Customized Postcard

Below is a sample of a customized recruitment postcard using the Washington County Maryland Responds unit information.

**MARYLAND  RESPONDS**

Maryland Responders are dedicated volunteers who stand ready to respond to the public health needs of our community. Whether it's responding to a natural disaster or helping community members prepare for flu season, Maryland Responders are **READY FOR ANYTHING.**

Help us prepare and protect our community by becoming a Maryland Responder today! To learn more, visit: [mdr.dhmh.maryland.gov](http://mdr.dhmh.maryland.gov).

**CONTACT**

**Washington County Maryland Responds Unit**  
Washington County Health Department  
Shawn Stoner, Unit Administrator, PHEP  
Email: [shawn.stoner@maryland.gov](mailto:shawn.stoner@maryland.gov)  
Phone: 240-313-3410

# RECRUITMENT POSTER

## MARYLAND RESPONDS RECRUITMENT POSTER

The Maryland Responds recruitment poster may be used for general recruitment purposes and comes in two sizes: 18" x 24" and 8.5" x 14". The poster incorporates the Maryland Responds tagline, core messaging theme and logos. It also presents a brief overview of the Maryland Responds MRC and includes the link to the Maryland Responds website where one can learn more and access the Maryland Responds Registry.



## ROAD TO READINESS CHECKLIST

The Road to Readiness checklist guides new members through the initial process of becoming a Ready Responder. After completing the initial registration process, new members are considered “Responders in Training,” until they complete the steps outlined on the Road to Readiness checklist. Once finished, they are considered “Ready Responders,” and are eligible for deployment. This checklist can be distributed as a handout during orientation, sent as an attachment to welcome emails or uploaded to your website.

### MARYLAND RESPONDS

## ROAD TO READINESS

Complete the steps below to reach Ready Responder status. Ready Responder status indicates your readiness to deploy with the Maryland Responds Medical Reserve Corps. Visit <http://bit.ly/MDRReadiness> for more information on the Road to Readiness steps or email the Maryland Responds State Program for assistance.



- 1. Register to volunteer with Maryland Responds through the Maryland Responds Registry: [mdresponds.dhmh.maryland.gov](http://mdresponds.dhmh.maryland.gov).
- 2. Complete the Ready Responder training courses.
  - i. Maryland Responds Orientation
    - Online: <http://bit.ly/MDROnlineTraining>, or
    - In class: <http://bit.ly/MDRcalendar>
  - ii. Introduction to the National Incident Management System (ICS-700)
    - Online: <http://bit.ly/IS-700>
  - iii. Introduction to the Incident Command System (ICS-100)
    - Online: <http://bit.ly/IS-100>
- 3. Upload training certificates to your Responder profile for verification.
- 4. Submit signed Liability and Confidentiality forms.
  - Liability Form: <http://bit.ly/MDRLiabi>
  - Confidentiality Form: <http://bit.ly/MDRConfi>
- 5. Complete all sections of your Responder profile. In the “Occupation” tab, be sure to include your professional license number, expiration date and place of practice (if applicable).
- 6. For your Responder ID badge, submit a headshot photo (passport quality) and mailing address where you can sign for certified mail to the Maryland Responds State Program (contact information listed below).

Congratulations! By completing the steps above, you have reached Ready Responder status. Next you will receive your Ready Responder kit containing your Responder ID badge, uniform, field guide and more!

**MARYLAND RESPONDS MEDICAL RESERVE CORPS**

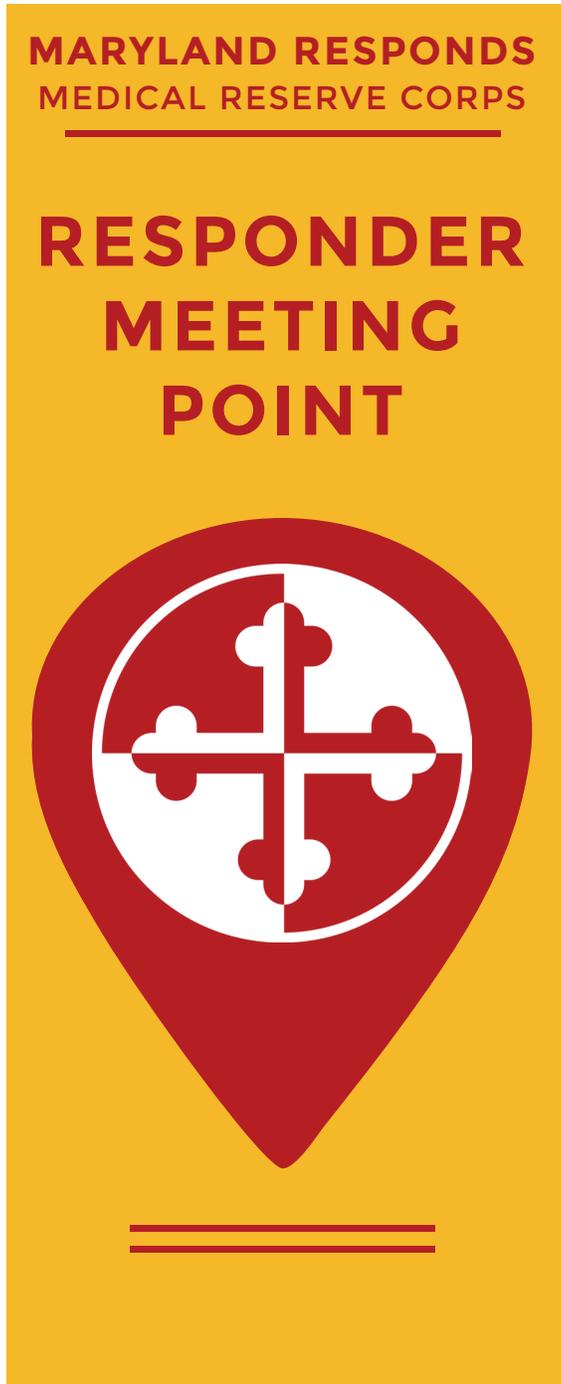


**MARYLAND RESPONDS STATE PROGRAM**  
Maryland Department of Health & Mental Hygiene  
300 W. Preston Street, Suite 202  
Baltimore, MD 21210  
Email: [mdresponds.dhmh@maryland.gov](mailto:mdresponds.dhmh@maryland.gov)  
Web: [mdr.dhmh.maryland.gov](http://mdr.dhmh.maryland.gov)  
Registry: [mdresponds.dhmh.maryland.gov](http://mdresponds.dhmh.maryland.gov)

# RESPONDER MEETING POINT

## RESPONDER MEETING POINT BANNER

The Responder meeting point banner is a 33" x 82" retractable banner stand that can be used as a meeting point for Responders during activations, trainings, meetings or drills. One banner stand was included in the promotional kits distributed to each of the local units. Contact the state program for information on ordering additional banners or for vendor contact information.



## HOW TO CUSTOMIZE MARYLAND RESPONDS MATERIALS

This section provides step-by-step instructions on how to edit the following customizable Maryland Responds materials included in this toolkit: Maryland Responds Recruitment Flier and Postcard. Customizable versions of the other materials in this toolkit are available upon request.

## CUSTOMIZING MATERIALS IN ADOBE ACROBAT PROFESSIONAL

1. Open the PDF of the customizable material that you want to use.
2. Type your unit name in the field where you see “[YOUR UNIT’S NAME].”
3. Be sure to remove the square brackets.
4. Use the next four fields [UNIT CONTACT INFO 1-4] to type in your unit’s contact information.
5. Be sure to remove the square brackets.
6. Select <File>, <Save As>, <PDF> and choose your desired location.

## CUSTOMIZING MATERIALS IN MICROSOFT PUBLISHER

1. Open the Publisher file of the customizable material that you want to use.
2. Type your unit name in the field where you see “[YOUR UNIT’S NAME].”
3. Be sure to remove the square brackets.
4. Use the next four fields [UNIT CONTACT INFO 1-4] to type in your unit’s contact information.
5. Be sure to remove the square brackets.
6. To save file as a PDF:
  - Select <File>, <Save As>, <PDF> and choose your desired location.
7. To save the file as a JPEG image:
  - Select <File>, <Save As>, <JPEG File Interchange Format> from the drop down menu of <Save as type> and choose your desired location.