

Weather Alert Communication Checklist for Campgrounds

Before You Send an Alert

- [] Is this actionable (e.g., seek shelter, delay activities)?
- [] Is this more serious than what guests might expect on their own (e.g., stronger than a typical thunderstorm)?
- [] Have we already sent an alert about this today?

When Communicating

- [] Use clear, direct language (what, when, where to go).
- [] Name a location: "Please move to the bathhouse" vs. "Take shelter."
- [] Include timing: "From 3-4 PM," "for the next hour," etc.
- [] Sign off with your campground name to build trust.

Staff Readiness

- [] Team knows who is responsible for sending alerts.
- [] Staff can identify when it's OK not to send a message.
- [] A backup is trained to take over in case of absence.
- [] Printed signs or maps are posted for storm shelter areas.

After the Event

- [] Optional: Send an "All Clear" or "Thank you for your cooperation" message.
- [] Debrief: What worked? What could improve next time?