**Wildfire Communications Toolkit | Cover Email | New Brunswick**

*Prepared: June 2025*

*Note: please replace the brackets and highlighted content [content] with information specific to each community.*

**Email Content (if near wildfire threat)**

Dear [Chief, Community leaders, etc],

We have been watching the news and are deeply saddened to see the wildfires threatening your Territory and members.

We understand that communication and connecting with community frequently during these stressful and unpredictable situations is of utmost importance. Making sure our community members have access to vital safety information and resources is crucial, and we’d like to help however we can.

For our friends in impacted areas, we have developed a toolkit, which includes:

* A community letter/email with safety information
* Messaging guidelines
* Social media and web assets
* A radio PSA
* Best practices for communications around public safety

We have prepared this toolkit to be easily adaptable for different communities and situations. Each piece may be changed to suit your unique needs. Areas for customization have been highlighted in yellow and brackets.

Our team of experts have experience responding to, and supporting, communications activities for similar events, including floods, fires, environmental disasters, and pandemic response. If you need communications-related support, please reach out to us – at no charge – to discuss your plans and materials.

We’re thinking of you and your community.

Take good care and stay safe,

[Client lead]

[Title]

**Email Content (in preparation for weather-related events)**

Dear [Chief, Community leaders, etc],

As the seasons change, your community may be preparing for different weather-related events, such as wildfires. We recognize how these situations can create unique challenges for your Nation and want to extend our support.

Events like this call on all of us to come together and help however we can. To that end, we’re sharing a wildfire communications toolkit, which includes:

* A community letter/email with safety information
* Messaging guidelines
* Social media and web assets
* A radio PSA
* Best practices for communications around public safety

We have prepared this toolkit to be easily adaptable for different communities and situations. Each piece may be changed to suit your unique needs. Areas for customization have been highlighted in yellow and brackets.

During unpredictable events, communication is key. Our team of experts have experience responding to, and supporting, communications activities for similar events, including floods, fires, environmental disasters, and pandemic response. At no charge, we would welcome the opportunity to connect for a one-hour meeting to provide our best advice, answer questions, or review any communications plans and materials you may need assistance with.

We hope these resources will help you keep your members safe and informed.

Take good care and stay safe,

[Client lead]

[Title]