

Disaster Relief: Media Training Kit

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Disaster Relief Talking Points

- The Home Depot Foundation supports communities impacted by natural disasters with the help of nonprofit partners like the American Red Cross, Operation Blessing and Team Rubicon, an organization that rallies veterans to help serve communities in need.
- The Home Depot's associate volunteer force, Team Depot, works alongside our national nonprofit partners who begin to respond immediately after the storm by assessing damage and mobilizing supplies.
- Our merchandising, supply chain and operations teams work around the clock to move necessary product and equipment to stores caught in the path of the storm, and our stores often become command centers for first responders and relief agencies.
- To date in 2021, The Home Depot Foundation committed nearly \$5 million to disaster response and recovery.



Tips for Before & During the Interview

Before the Interview:

- Familiarize yourself with the provided talking points.
- Identify personal anecdotes that may be relevant to refer to during the segment as you walk through our disaster relief efforts.
- Identify the best place for the interview, thinking about what the background and noise level will be like.
- All virtual interviews with associates should be conducted from a quiet and contained space, breakroom, or home office.

During the Interview:

- Associates should wear orange Team Depot shirts or their apron if in-store.
- Remember telling a positive, impactful story is:
 - **55% Visual:** Facial Expressions
 - **38% Vocal:** What You Say
 - **7% Verbal:** How You Say It
- Look directly at the reporter and not the camera.
- Have confidence and be natural. Your answers should be conversational.
- Take a breath and speak clearly.
- Listen, think, talk. Keep answers to a few sentences.
- Be yourself. Smile and show your enthusiasm for Team Depot so any viewer can tell you're passionate about *Giving Back* and *Doing the Right Thing*.
- When asked a question, repeat the question back to the reporter as part of your answer.
 - **Q:** "What's your name?" **A:** "My name is Joe..."
 - **Q:** "What's Team Depot doing?" **A:** "Today, Team Depot is donating..."
- After the interview, ask the reporter if they need anything else and confirm when the segment is expected to air.



Sample Media Advisory

The Home Depot Foundation, City of Newnan and Inspiritus Partner to Clean Up Communities Impacted by Tornado

The Home Depot Foundation Continues to Support Disaster Relief Efforts in Newnan, Georgia with 10 Community Cleanup Projects

WHAT: On Friday, April 16, The Home Depot Foundation will partner with The City of Newnan, Newnan Mayor Keith Brady and Inspiritus to clean up critically impacted areas in Newnan following the historic tornado and severe storms that hit on March 25. Team Depot, The Home Depot's associate volunteer force, will work alongside Inspiritus to complete the cleanup project, reflecting CDC and government safety guidelines.

This initiative is part of a 10-week effort to provide support to the Newnan community, during which Team Depot will activate 10 local cleanup projects to provide support to the areas with the most critical needs. Immediate initiatives include removing debris, recovering valuables and replacing essentials for local residents. As needs evolve, The Home Depot Foundation will remain committed to the short- and long-term recovery in Newnan.

The Home Depot Foundation is committed to supporting impacted communities with immediate disaster relief and long-term rebuilding. Most recently, the Foundation [committed](#) up to \$500,000 to aid with immediate relief efforts and short- and long-term recovery for communities impacted by the historic winter storms. This commitment was in addition to the Foundation's annual grants of \$3.6 million to disaster relief national nonprofit partners, bringing the current total commitment for 2021 to \$4.1 million.

Volunteer projects will include: Removing debris from critical areas, searching for valuables and replacing essentials for community members

WHO: Spokespeople available for interviews include:

- Team Depot team member (XXX-XXX-XXXX)
- Non-profit partner on-site contact name

WHERE: Project address

WHEN: Friday, April 16 from 8 a.m. to 1 p.m.



Disaster Relief Sample Q+A

- **What is The Home Depot Foundation doing to support [DISASTER] relief?**
 - Highlight the preparation behind the project or product donation, noting specifics (how many kits were built, timeline of deploying volunteers, etc.).
 - *Ex: "Over the next 10 weeks, The Home Depot Foundation will partner with The City of Newnan to activate 10 local cleanup projects in areas affected by the recent tornado."*
 - *Ex: "Today, Team Depot, Home Depot's associate volunteer force, is building 500 disaster relief kits to distribute to community members impacted by the Newnan tornado begin to clean up and rebuild."*
- **How will this project impact the local community?**
 - Focus on the "why" behind the project (i.e. who it will impact, what are the implications for the local community, etc.)
 - *Ex. "Today's project is part of The Home Depot Foundation's ongoing commitment to disaster preparedness, short-term recovery and long-term relief efforts. Our mission today is to remove debris in critical areas, recover valuables and return lost items to impacted residents."*
- **How does The Home Depot Foundation typically support in times of natural disaster?**
 - Start with a high-level overview of the Foundation's disaster mission and touch on a few personal anecdotes.
 - *Ex: "The Home Depot Foundation supports communities impacted by natural disasters with short-term relief and long-term rebuilding. Team Depot works alongside our national nonprofit partners to begin the rebuilding process immediately after a disaster. This is the Xth project I've led as a local captain, and it's always so rewarding to give back to my community."*
- **How many team members will be supporting the project?**
 - You can specify there will be # volunteers and everyone is following all store, CDC and government safety guidelines.
 - *Ex. "There will be up to 25 Team Depot members onsite today, working to clean up the most critically impacted areas while following CDC and government safety guidelines."*
- **If others want to join the efforts in-person this week, where can they find you?**
 - Team Depot projects are not open to the public, yet we don't want to discourage volunteerism or appear exclusive. For an ideal response, please come prepared with a volunteerism resource to plug, i.e., a local mayor's office or local nonprofit partner's website or Twitter handle.
 - *Ex. "Community members interested in supporting community clean up projects can find more information on CobbCounty.org or by following @CityofAtlanta on Twitter."*



Disaster Relief Sample Q+A

- **If anyone is interested in learning more about The Home Depot Foundation, where can they find information?**
 - *Ex. “You can follow The Home Depot Foundation on social media or visit HomeDepotFoundation.org to see how the Foundation and Team Depot are serving communities in need each day.”*
- **Is there anything else you would like for us to know?**
 - This is a great opportunity to reinforce a key talking point. Examples include:
 - *“Responding to a disaster requires a coordinated team effort. The Home Depot moves product and equipment to stores in strike zones right away, and our stores often become command centers for first responders and relief agencies while Team Depot is providing support through relief kits and cleanup projects. We’re proud to play a role in rebuilding the communities where we work and live.”*
 - *“So far this year, The Home Depot Foundation has committed nearly \$5 million to natural disaster relief efforts.”*
- **If pressed on the issue of an unrelated topic (ex. lumber shortage, politics, sales performance, etc.), please do not repeat the question back. Rather, please use a bridging and blocking technique to avoid the question and return to the subject of Team Depot volunteerism. Here are some suggested responses:**
 - *“I’m not the best person to speak to that, but what I can tell you is that we’re very excited to have the opportunity to assist the community today.”*
 - *“I’m not the right person to offer a response since I’m not entirely familiar with the issue, but what I can tell you is that The Home Depot Foundation is eager to provide much-needed relief to community members in need.”*

For additional talking points, messaging and photos visit www.thd.co/pr.



Media Timeline

Ahead of
disaster season

- The Home Depot Foundation will share talking points with associates to prepare for a potential future interview.

Day after
disaster

- The Home Depot Foundation will reach out to confirm Team Depot project details and share a draft release or media advisory for Team Depot associate to confirm accuracy and approve.
- The Home Depot Foundation will reach out to media to communicate planned relief efforts, including any planned Team Depot volunteer events.
- The Home Depot Foundation will provide media with the on-site contact information of the Home Depot associate(s) who will be participating in relief efforts.

Day(s) of relief
efforts

- The Home Depot Foundation will provide an overview of planned media attendance at the event, and coordinate any remote interviews with associates, as applicable.
- Team Depot to take photos of activity on site and share with The Home Depot Foundation to share in a recap for media.

After the event

- The Home Depot Foundation will follow up with media to share a recap of relief efforts and photos, as appropriate.
- The Home Depot Foundation will monitor for coverage and share a recap of all placements with Team Depot.

Questions? Email TeamDepotPR@homedepot.com