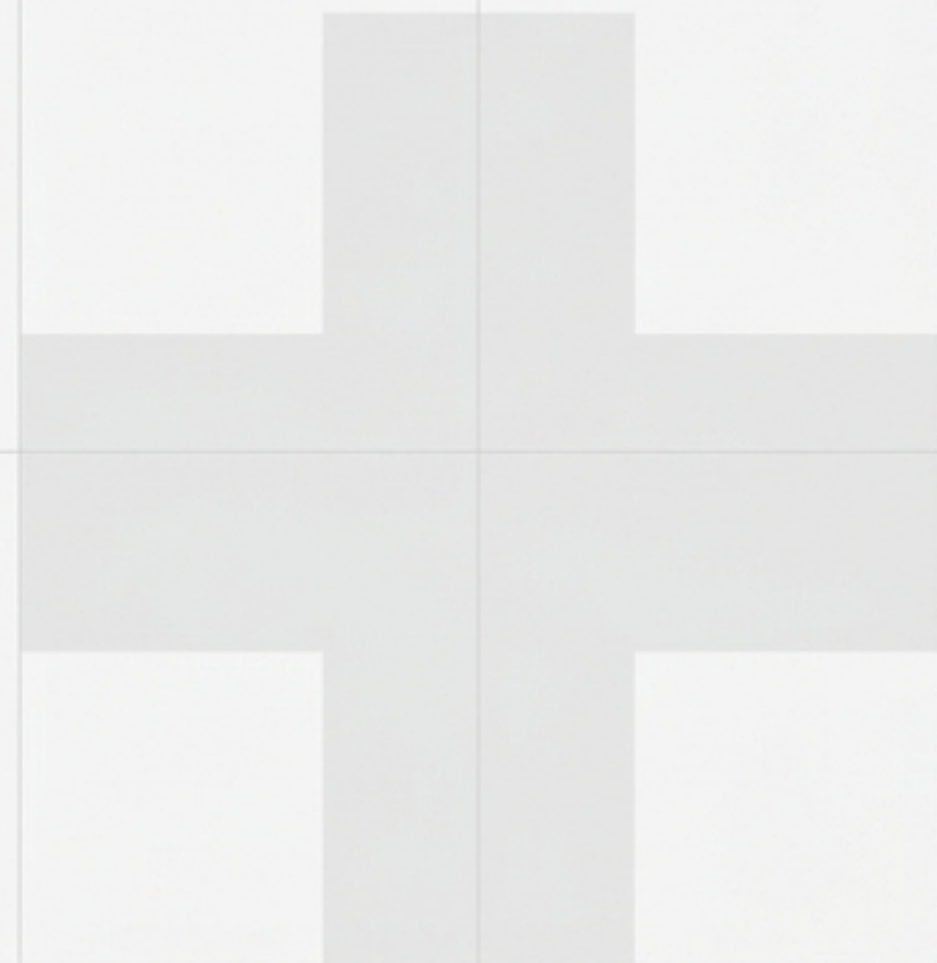


The Humanitarian Playbook

Shifting from broad networks to deep, hyper-local community integration.

Disaster Cycle Services Community Partner
(DCSCP) Strategy & Implementation



**The pilot proved the model:
Hyper-local integration drives
unprecedented impact.**

19

**Locations
activated over the
last 4 years.**

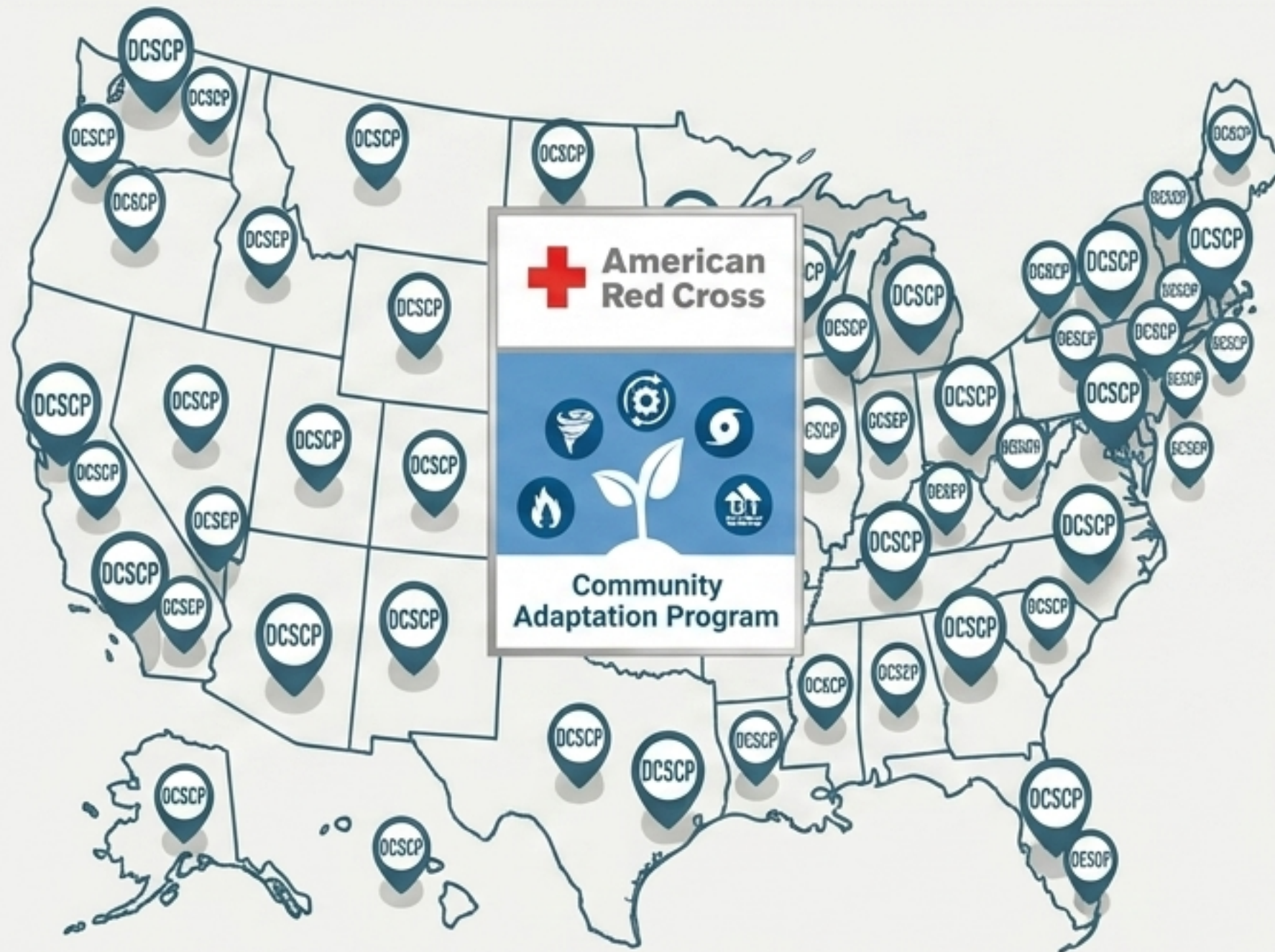
330

**Hyper-local
partners engaged.**

100,000+

**People served collaboratively
during Disaster Relief
Operations (DROs).**

**97% of partners
report that CAP
enhanced their
ability to serve their
community during
disasters.**



The Halo Effect: Steady-state engagement accelerates disaster response.



Partners consistently mobilized faster than traditional deployments, often delivering food and supplies within hours of impact because the infrastructure of trust was already built.

Three strategic insights for national scaling.



The Power of Trust

Hyper-local organizations are the most effective DRO partners, but are historically under-engaged and often disconnected from one another.



The Value of Strategy

Strategic convening is transformative. Supporting a partner's specific mission in steady-state is the most accurate predictor of their disaster engagement.



The Role of Leadership

Success is strictly maximized by the active, sustained engagement of Regional Executives.

The Headwinds: Scaling requires clearing internal roadblocks



Culture & People (The Mindset)

- Entrenched “What We’ve Always Done” culture
- Low internal trust in community partners
- Reactive, rather than proactive, leadership engagement
- Rigid gatekeeping regarding training delivery



Systems & Processes (The Machinery)

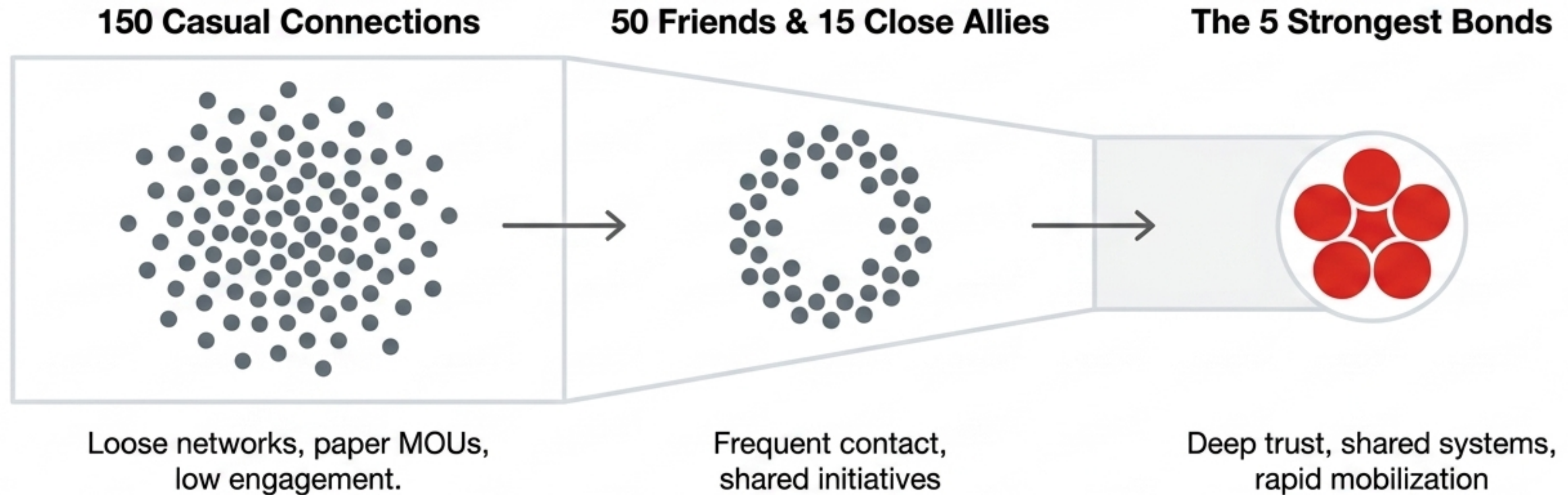
- Excessive, uncoordinated outreach to partners from different systems
- Lack of oversight tracking in Volunteer Connection
- Inaccessible and inflexible training lengths
- Non-transparent background check processes

Sub-pilot data confirms: Chapters that complete comprehensive community discovery are best positioned to bypass these barriers

Partnerships aren't new.
This model is.



The 2AM Call: Moving from networks to true partnerships.



The Dunbar Number proves we only have the cognitive resources to maintain a few strong bonds. A true DCS Community Partner is not just a name on a list. They are your chapter's 2AM call.

Defining the Target: The 3H Mandate

A DCS Community Partner is a local non-profit or CBO that strengthens readiness, response, and recovery aligned to three core vulnerabilities:

HEALTH

Target Population
Medically vulnerable populations.

Action

Actively supports continuity of care, as well as physical and mental health outcomes before, during, and after disasters.

HUNGER

Target Population
Food-insecure populations.

Action

Addresses disaster-related food access risk; coordinates and provides food support across the disaster cycle.

HOUSING

Target Population
Populations at risk of displacement.

Action

Addresses conditions increasing vulnerability; supports sheltering, stabilization, and recovery.



RED DOOR
FOOD PANTRY



Gardere Initiative
A Community Coalition

The Anatomy of Integration: Kyle VFW (Hays County, TX)

Disaster Cycle Services (DCS)

- Acts as a Community Resilience Hub (food pantry, warming/cooling center, emergency shelter).
- Pre-staging site for Red Cross resources.
- Conducts Damage Assessment (e.g., Central Texas Floods).
- Supplies County DAT Team personnel (Instructors, Duty Officers).
- Executes Home Fire Campaign smoke alarm installations.

**Kyle
VFW**

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graph LR; DCS[Disaster Cycle Services (DCS)] <--> KyleVFW((Kyle VFW)); KyleVFW <--> Biomedical[Biomedical Services];
```

Biomedical Services

- Hosts blood drives.
- Drives increased registrations through integrated community information sharing.

**True partners do not sit in a single silo.
They integrate across the Red Cross mission.**

The RE Guardian Matrix: Protecting the Strategy

In Scope / Community-Centered Work

- ✓ Deep 3H Partnerships (Health, Hunger, Housing).
- ✓ Signed MOUs & fully aligned partners.
- ✓ Deep Chapter team engagement.
- ✓ Deliberate disaster planning.
- ✓ Locally led response.



Out of Scope / Pressures that Dilute Mission

- ✗ Partnerships without MOU alignment.
- ✗ Quantity over quality (chasing numbers).
- ✗ Mission drift.
- ✗ Unvetted community asks.
- ✗ Ignoring program standards.

Division of Labor: Aligning Strategy with Execution

Regional Leadership Teams (The Enablers)

- ✓ Co-own the DCSCP partnership strategy.
- ✓ Identify and prioritize high-impact/high-risk communities.
- ✓ Actively remove internal barriers to cross-line-of-service collaboration.
- ✓ Ensure partners are embedded in both steady-state and DROs.

Chapter Leadership Teams (The Executors)

- ✓ Align chapter operational plans with DCS Partnerships.
- ✓ Assign two dedicated relationship managers per DCSCP (paid staff or volunteer leaders).
- ✓ Prioritize deep 3H alignment.
- ✓ Integrate partners tactically into home fire response, casework, and preparedness programs.

Measuring True Readiness (FY27 Target)

The Hard Target

Minimum of 3 DCSCPs deeply integrated per chapter by FY27



The True Health Indicators



Indicator 1: Consistent Engagement

Are we communicating regularly? (Regular engagement = healthy relationships)



Indicator 2: Everyday Embedding

Are they involved in home fires and daily referrals, or just waiting for large disasters?



Indicator 3: Active Mobilization

Do they actually activate with us during DROs? (Real capacity vs. paper agreements)

Mobilizing the Mandate: Next Steps

1.

Integrate the DCSCP model directly into your current chapter planning process.

2.

Shift tracking and oversight of DCSCP MOUs to Division Community Mobilization Coaches.

3.

Evaluate your **current partner list** using the '2AM Call' standard.

Leverage the NHQ DCS Community Mobilization Team:

- Neil Brockway (Sr. Director, DCS Community Mobilization)
- Stephanie Cerda (Manager, Community Partner Engagement)
- Kate Struttman (Manager, Community Partner Integration)

**The Regional Executive is the nexus. Guard the integrity of the model.
Focus on the depth of the bond, not the length of the list.**