**Resource Type:** Email Outreach Template

**Audience:** Clients or potential clients

**Directions**: Copy and paste the template below into your preferred email platform. HTML email formatting is preferred.

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**Subject: Flooding is Expensive; Let Flood Insurance Help**

Hello [insert customers name],

Did you know that just one inch of water can cause more than $25,000 of damage to your home? It doesn’t sound like that could be accurate but people across the country find out too late how real it is. Flooding is expensive, and it seems like every year floods are getting more frequent and destructive. The average payout for an NFIP flood insurance policy between 2016 and 2022 was $66,000. The best defense we have in the face of flooding is insurance, but your homeowners insurance policy doesn’t cover flood damage. Only a flood insurance policy can help protect the life you’ve built when floodwaters start to rise.

Education is power, and that’s why I’m reaching out today. Anywhere it can rain it can flood, and just because it hasn’t happened yet doesn’t mean it never will. With the rising costs of rebuilding after a flood, help protect your corner of the world with flood insurance.

Hear from the experts; the National Flood Insurance Program has tools to help you make informed decisions about flood insurance.

* See what a flood could cost you, with the [**cost of flood calculator**](https://www.floodsmart.gov/cost-flooding).
* Learn how much floods have cost in your area with publicly available [**historical claims information**](https://www.floodsmart.gov/historical-nfip-claims-information-and-trends).

When you are ready to take action, you can visit floodsmart.gov or contact me directly about a flood insurance policy to protect yourself against future risk.

[email signature with contact information]