**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: Earth Day: Let’s Make a Difference, Together**

Hello [insert customers name],

It’s Earth Day, a celebration and a “thank you” to the planet we inhabit. Starting on April 22, 1980, we created Earth Day to celebrate and raise awareness about the current and future state of the earth. Today is an extra annual nudge to ensure you do your part.

There are several ways to keep our planet green and healthy, and often time requires minimal effort, which can lead to maximum impact. Achieving planet health starts on a person-by-person basis, and together is a collaborative community effort.

Each year, Earth Day is a reminder that we face many threats when it comes to safeguarding our planet for the future: Global warming and climate change are leading to more frequent and severe natural disasters all over the United States. The National Flood Insurance Program (NFIP) is hard at work strategizing ways to protect, mitigate the impacts of flooding, and provide the tools to protect against flooding, but we can’t do it alone.

As we strive to keep our planet healthy and sustainable, remember it starts with you and your footprint, and the NFIP is there to help protect you and the life you’ve built.

**Next steps**

Visit floodsmart.gov or contact me directly to learn more about flood insurance and how to protect yourself against future risk.

[email signature with contact information]