**Resource Type:** Email Outreach Template

**Audience:** Clients or potential clients who may not be aware of their risk of flooding

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

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**Subject: Earth Day: Remember the Power of Community**

Hello (name), and Happy Earth Day!

The first Earth Day in 1970 united 20 million Americans to prevent environmental harm. By the end of the year, that activism helped spur creation of the Environmental Protection Agency and passage of ground-breaking environmental laws including the Occupational Safety and Health Act and the Clean Air Act. This is now your time to act.

It’s easy to focus on how much we’ve failed to protect the earth, as we face serious environmental threats. In the U.S. alone environmental initiatives have helped to created more resilient communities and mitigate environmental damage. Earth Day is a great reminder that significant action doesn’t have to be top down. What we do individually and at the community level can have powerful impacts.

Just as it is for the environment, individual and community action is crucial to increasing our national resilience to the impacts of climate change, including more frequent and more severe natural disasters. The National Flood Insurance Program (NFIP) works with communities across the country to develop strategies and tools to improve floodplain management, mitigating the impacts of flooding.

Individual and community mitigation efforts contribute to communities that can recover more quickly after flooding, and return to supporting the health and economic health of their citizens and the nation.

If you’re interested in learning more about how flood insurance can protect the life you’ve built in [community name], please contact me at your convenience.

[Contact information]

**Suggested Social Post**: Earth Day and the NFIP are examples of how communities and individuals can make major impacts. Use this email template [link] to educate clients on the importance of flood mitigation and the benefits of flood insurance.