Draft Email: Record Rainfall

**Subject:**  Record Rainfall Can Cause Flood Disasters Anywhere

Dear [contact information]

You may have noticed increasing reports of devastating floods in areas where people hadn’t experienced them before. New York, New Jersey, Texas, Kentucky, California, Oregon. The list goes on for places that have been hit with severe flash flooding in recent years.

There can be many reasons why an area floods. The ground may already be saturated, or impermeable; a city may be too densely developed; or snow may melt too quickly. Even with these conditions, flooding usually results from rapid or ongoing rainfall, which can happen anywhere. In several recent flood disasters, record rainfall—as much as 3-4 inches falling per hour––caused flash flooding.

Too many people find out the hard way that their homeowners insurance does not cover flooding. And, because floods happen more often in the spring, now is a good time to invest in flood insurance to protect your home and property. Please get in touch to learn how flood insurance can close the gap in your coverage.

Sincerely,

[Name, contact information]