**Resource Type:** Email Outreach Template

**Audience:** Clients and potential clients who may not know their flood after fire risk

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

**Subject: No rest for the west. Lessons learned from 2021’s wildfire season.**

|  |
| --- |
|  |
| Hi [insert customer name],    Approximately 49,021 wildfires burned more than 6.5 million acres of land throughout the United States in 2021. While these fires have been put out, there is still a threat to the surrounding areas after the flames have been extinguished.  Wildfires leave the ground charred, barren, and unable to absorb water, increasing a community’s flood risk for up to five years or more following a wildfire. With no vegetation to help absorb liquid, even moderate rainfall can cause flash flooding and mudflows that can affect homes, businesses, and other structures located in burn scars and surrounding areas.  FEMA’s National Flood Insurance Program (NFIP) is urging individuals living in wildfire prone states to learn more about their flood after fire risk and how they can protect the lives they’ve built with flood insurance by visiting [FloodSmart.gov/wildfires](https://www.floodsmart.gov/wildfires). |
| [Button that reads "get flood insurance."](https://www.floodsmart.gov/) |
| After a wildfire, it can be hard to imagine another risk ahead. But you’re not alone. I'm here to answer any questions you have and help you prepare for what's next.  [insert email signature with contact information] |
| P.S. Here are four things to remember about flooding:   * **For everyone:** Flooding can happen anywhere, at any time. Limited drainage systems, backyard streams, neighborhood construction, and even summer storms can all cause devastating flooding. * **For homeowners:** Flooding can happen even if you live far from water. In fact, between 2015 and 2019, 40% of NFIP claims came from outside high-risk flood areas. * **For renters:**  A standard renters insurance policy typically doesn’t cover flood damage. Your landlord may have flood insurance to cover the building you live in, but it's likely that their insurance will not cover your personal belongings should a flood occur. * **For business owners:** Almost 40% of small businesses never reopen their doors following a flooding disaster. |