## Do you know [your community’s / insert area] hidden flood risks?

In towns and cities where there’s more development and fewer places for water to go, a heavy rain can become a flash flood in minutes, causing serious damage to homes and businesses even outside the high-risk flood zone.

FEMA and the National Flood Insurance Program (NFIP) are encouraging [insert area] residents and business owners to learn about their “hidden” urban flood risks and to [purchase a flood insurance policy](https://www.floodsmart.gov/local) before [insert flood season (e.g. summer storms, late autumn storms, etc.) ] and flash flooding arrive.

To help increase awareness about flood risks in [insert area], the NFIP needs your help. The Program is working with [insert association, network, group name, ex. insurance agents across the state, AFSPM chapter members, etc.] to raise awareness and promote the NFIP’s first-ever urban flooding marketing campaign.

**Here’s three things you can do to join the campaign and spread the word about urban flooding risks:**

1. **Learn more about urban flooding –** Changing weather patterns, new development, and aging infrastructure create unique flood risks for towns, cities, and their suburbs. [Learn more](https://agents.floodsmart.gov/UrbanFlooding) about urban flooding so you can help educate [your clients/constituents]
2. **Share on social –** Tweet, post, and share to amplify the importance of flood insurance on your social media channels. [Download](https://agents.floodsmart.gov/UrbanFlooding) our sample social media graphics and channels.
3. **Talk with your [clients/constituents] –** [Customers/constituents] expect their local [insert title, ex. agent, floodplain manager, etc.] to keep them informed of the [latest risks](https://agents.floodsmart.gov/UrbanFlooding) in their area. Add information about urban flooding in your next communication – download a digital brochure, share a poster or flyer, or pass along a helpful video today!

**Learn more about hidden flood risks and find community outreach and marketing materials at** [insert URL for agents: [Agents.FloodSmart.gov/urbanflooding](https://agents.floodsmart.gov/UrbanFlooding) or infomediaries: [FloodSmart.gov/urbanflooding](https://floodsmart.gov/UrbanFlooding)]

**Questions about the campaign or resources?** Contact NFIP Communications for more information at [nfipcommunications@fema.dhs.gov](mailto:nfipcommunications@fema.dhs.gov).