**Resource Type:** Email Outreach Template

**Audience:** Remind clients of their spring flood risks

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

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**Subject: Beware the Tides of March!**

Mid-March brings fresh flowers, sunnier hours, and plenty of showers. Which means it also brings a variety of conditions that can increase your flood risk:

**Spring Thaw:** During the early spring, frozen land prevents melting snow or rainfall from seeping into the ground. The water then runs off the surface and flows into lakes, streams, and rivers, causing excess water to spill over their banks. Add seasonal storms to the mix, and the result is often severe spring flooding.

**Spring Storms:** Heavy rains can lead to severe flooding by oversaturating the ground, overfilling storm drains, or causing rivers to spill over their banks or levees.

**Flash Flooding:** A flash flood is a rapid flooding of low-lying areas in less than six hours, which is caused by intense rainfall from a thunderstorm or several thunderstorms. Flash floods can also occur when there are drought-like conditions.

**Levees and Dams:** The U.S. has thousands of miles of levees and dams that are designed to protect against a certain level of flooding. These structures can erode and weaken over time, and they can also be overtopped—or even fail—during larger flood events.

Don’t be caught off guard. Know the terms. Know your risks. Take action to protect yourself, your family, your business, and your finances by contacting your local insurance agent.

Remember, once you purchase a policy, it takes 30 days for the coverage to go into effect. Anywhere it rains, it can flood. Before the tides rise, have your policy in place.

[insert email signature with contact information]