**Resource Type:** Email Outreach Template

**Audience:** Existing clients who may be at risk of letting their coverage lapse

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

**Subject: Did You Know Winter is Peak Atmospheric River Season?**

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| Hi [insert customer name], Atmospheric rivers are huge bands of warm, moist tropical air that provide much of the precipitation in the western U.S. While an essential source of water, the most powerful of these storms also pose severe flood risks. The past year brought a series of severe atmospheric river events to the western states, including:* January 2021 atmospheric river storms that flooded parts of western Washington, northwest and southwest Oregon, and northwest and central California, with blizzards in the Sierra Nevade mountains.
* A severe atmospheric river October 23-27, 2021, that dropped an estimated 7.6 **trillion** gallons of water across California, causing flooding and other damage before hitting Oregon and Washington.
* An atmospheric river in late October 2021 through early November 2021 that flooded southern Alaska, bringing a record-breaking 22.35 inches over 3 days to the Portage Glacier Visitors Center.
* A November 2021 storm that caused flooding and closed the West Coast’s main north-south highway, Interstate 5, near Bellingham, Washington. Flooding forced school closures and evacuations in multiple areas, with the Governor declaring a severe weather state of emergency in 14 western Washington counties.

We can’t predict how severe atmospheric rivers may be in 2022, but winter is often the peak season. Now is a smart time to protect the life you’ve built here in [name of community.] Please contact me at your convenience to explore your individual flood risk, and the benefits of flood insurance. |
| Button that reads "get flood insurance." |
| [insert email signature with contact information]  |