**Resource Type:** Email Outreach Template

**Audience:** Agents to reach out to their community during their local flood awareness week

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

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**Subject: Do you know about your area’s flood risks?**

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| Hi [insert customer name],  Did you know that {insert state’s] flood awareness week is coming up on [insert dates]?  This is a great time for you to learn about the unique flood risks to your area and how flood insurance can help you protect the life you've built.  Flooding continues to be the most common and costly natural disaster causing tens of billions of dollars in damage to communities each year. In addition to more severe and less predictable weather increasing across the nation, local conditions, like a recent fire, aging dams and infrastructure, drought, or major development, can increase the risk of flooding in your area.  Visit [link to flood awareness week website] or [floodsmart.gov](http://floodsmart.gov/) to learn more about your area’s local flood risks and what action you can take to protect your home or business in the event of a flood. You can also contact me directly to discuss your risks and obtain a flood insurance quote. |
|  |
| [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. |