**Resource Type:** Email Outreach Template

**Audience:** Clients and potential clients

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

**Subject line:** Flooding Never Takes a Holiday!

Dear [insert name of city/community] [resident / business owner],

**Why consider flood insurance now? Peace of mind** is one of the best holiday gifts you can give or receive. Flooding is the most common and most costly natural disaster in the U.S. Knowing you have the financial protection to protect the life you’ve built can provide a great sense of security as we move into the holiday season.

Many people don’t associate flooding with winter, but **any time it can rain, it can flood**. Winter storms can bring flooding with them or set the stage for floods later if snow thaws while the ground is still frozen. Unseasonably warm periods are happening more frequently in winter months. Waiting for spring flood season can be a costly mistake when most flood insurance policies take 30 days to go into effect.

As your local [insert company name] agent, I want to make sure [you are / your family is / your business is] are protected from the financial impacts of flooding.

I understand just how busy life can be in advance of the holidays. Getting flood insurance now will protect your property throughout the year, and it takes only a short time to go over your individual flood risks and provide a quote.

Please reach out at your convenience to explore your personal flood risk and the benefits of flood insurance.

Sincerely,

[name, contact information]