**Resource Type:** Marketing Email

**Audience:** Existing flood customers (Renew)

**Directions**: Copy and paste the template below into your preferred email platform. HTML email formatting is preferred. For a customizable, co-branded email header, visit “Marketing Resources” at Agents.FloodSmart.gov.

**Subject: [First name or family last name], is your flood insurance coverage up to date?**

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| **A photo of a man and woman with the text in white: "Protect the life you've built: renew your flood insurance policy today" and the NFIP logo in the lower left corner.** |
| [Insert client-specific greeting] As you know, flooding can happen at any time, and I wanted to check-in with [you/your family] about the important protection flood insurance can offer. You can’t control the weather, but you can prepare for it.  You’ve taken the first step by purchasing a flood insurance policy, but to maintain coverage you must renew your policy each year. **Have you renewed your flood insurance policy this year?** |
| **[Button to renew flood insurance](https://www.floodsmart.gov/)** |
| Your current [insert type of policy they currently have with you, i.e. home, renters, auto insurance policy], although important for other protections, will not protect you from flood damage. That’s why flood insurance is the most important thing you can do to protect against the devastating cost of flooding.  Please feel free to reach out with any questions. |
| [insert email signature with contact information] |
| P.S. Here are four things you can do today to ensure you’re prepared for a flood event:   1. **Know your flood risk.** Learn whether you live, work, or travel through areas prone to flooding. Visit FloodSmart.gov “Before and After a Flood.” 2. **Have a plan.** Make a family communication plan for storms, and know your evacuation routes. 3. **Take time to document.** Take pictures and video, and keep a record of your most valuable belongings. In the event of flooding, this documentation will help you file a claim and recover more quickly. 4. **Prepare your home.** Remove damaged trees and limbs, secure and reinforce the roof, and remove debris from gutters to prevent water damage. |