**Resource Type:** Email Outreach Template

**Audience:** Clients or potential clients who may not be aware of their risk of flooding after a wildfire.

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

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Hello XYZ,

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Most residents are unaware that if they live in an area prone to wildfires, they have an increased risk of flooding. Use these talking points with clients, or potential clients, to help your community become aware of how flood risk increases following a wildfire.

Here are a few things you should know about flooding after a wildfire:

* **Fires alter an area’s environment.** After a wildfire comes through, it leaves soil charred and unable to absorb water, drastically altering ground conditions. This leads to increased risk of flooding following heavy rains and flash flooding.
* **Flood risk is increased.** The damage from wildfires doesn’t stop when the fire burns out. The increased risk of flooding is increased until vegetation is restored, which can take up to 5 years after a wildfire.
* **Flooding after a fire is often more severe.** It takes very little rain to cause a flood or mudflows because of the area’s altered environment. Just one inch of flood water can cause $25,000 in damage.

A typical renters or homeowners insurance policy does not cover flood damage. Flood insurance is the best way to ensure coverage in the event of a flood.

Please don’t hesitate to reach out to me. I am available to answer your questions and discuss your current situation.

Best,

[Contact Information]