

Flood insurance helps cover the cost of flood damage in the event of hurricanes.



Dear FEMA Stakeholder,

The Federal Emergency Management Agency (FEMA) and its National Flood Insurance Program (NFIP) are encouraging residents throughout the state of Alabama to purchase a flood insurance policy ahead of hurricane season. We want to alert you of this effort and invite you to help spread the word about the vital protection and peace of mind flood insurance offers in the in the event of flood damage.

We are running radio and digital media campaigns in Alabama throughout hurricane season and invite you to help amplify this important message by engaging your networks.

You can help your community's residents prepare for hurricane season by following these four easy steps:

1. Encourage members of your community to reach out to their local agent to purchase a flood insurance policy before peak hurricane season
2. Share NFIP materials including social media resources, brochures, posters, flyers, and videos on your website, via e-mail, and through your network's newsletter or listserv
3. Use our sample media content to post on platforms such as Twitter and Facebook
4. Embed the NFIP Cost of Flooding Tool and other engaging materials such as Survivor Stories to your website

Watch a video to learn more about how to use the outreach materials to help residents and businesses prepare for this year's hurricane season at <https://vimeo.com/428490697/a002440083>.

Find community outreach materials at <https://agents.floodsmart.gov/hurricane-season-in-your-community>.

Please join us in this effort and share the NFIP materials with your network. If you have any questions you can reach the NFIP Communications Team by using the contact information below and Dewana Davis of FEMA Region IV by email at dewana.davis@fema.dhs.gov.

We look forward to hearing from and hopefully collaborating with you to protect your community's residents from future flood damage.

Respectfully,
NFIP Communications
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