**Sample Product Announcement Email to Employees - Annual Enrollment**

Purpose: This email can be used to announce Recoop as a new offering to employees. As a new, first-of-its-kind product, this email provides details about Recoop and its benefits. We advise sending this email prior to annual enrollment or when annual enrollment opens.

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Subject: Recoop Disaster Insurance is Now Available!

Subhead: Take this smart and simple step to close gaps in your homeowners insurance

Recommended attachments: Recoop Fact Sheet, Why Recoop

[Employee name],

Did you know that your homeowners or renters insurance policy may have gaps in coverage that could leave you footing a large chunk of the bill after a natural disaster?

Yep, you read that right. In fact, most homes are **underinsured by 20%** of their value. And with counties making up 97% of the U.S. population experiencing a federally declared disaster since 2010, it’s not a matter of *if* but *when*.

Here’s how you can **bounce back faster after a disaster**.

**Recoop Disaster Insurance** is the first and only multi-peril coverage that quickly pays you a lump-sum cash benefit **(up to $25,000)** after a declared natural disaster including hurricanes (with storm surge), wildfires, tornadoes, earthquakes, gas explosions, winter storms and dust storms.

**It’s really fast recovery cash with no deductibles or gotchas that picks up where your insurance stops.**

And here’s the best part: Recoop is now available to [[company name]] employees. Lucky you.

Be on the look out for Recoop during annual enrollment. And if you have questions, you can visit [**www.recoopinsurance.com**](http://www.recoopinsurance.com)or contact your HR benefits manager.

[Closing]