**Sample Product Announcement Email to Association Members**

Purpose: This email can be used to announce Recoop as a new offering to association members. As a new, first-of-its-kind product, this email provides details about Recoop and its benefits.

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Subject: Are you Prepared for when Disaster Strikes?

Subhead: Recoop Disaster Insurance is NOW Available!

Recommended attachments: Recoop Fact Sheet, Why Recoop

Hello Association Member!

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 as much as 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*.

**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.

Recoop was founded and built to help people bounce back faster after a disaster.

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

And the best part: Recoop is NOW available to XXX Association Members at an exclusive rate!

Get a Quote or Enroll here: Unique URL link here for specific Association

[Closing]