



FEMA

W-12064

September 11, 2012

MEMORANDUM TO: Write Your Own (WYO) Principal Coordinators, the National Flood Insurance Program (NFIP) Direct Servicing Agents, IBHS Flood Insurance Committee, FIPNC

A handwritten signature in black ink, appearing to read "David L. Miller".

FROM: David L. Miller
Associate Administrator
Federal Insurance and Mitigation Administration

SUBJECT: Temporary Suspension of the FloodSmart Co-Op Advertising Program

The NFIP's marketing and advertising services program, also known as FloodSmart, has employed the use of a co-operative (Co-Op) advertising program for participating insurance agents since 2006. The goal of the program has been to support insurance agents in selling flood insurance by providing advertising templates and funding to purchase media space or air time using a cost-sharing model. Since its inception, the program has provided an average of approximately \$3 million per year in Co-Op advertising funds, benefiting nearly 1,300 participating flood insurance agents.

Effective September 20, 2012, the Co-Op program will be suspended temporarily to undergo a comprehensive redesign. FloodSmart will relaunch the program in spring 2013 with new creative, new media options including online advertising, more comprehensive guidance for the use of the program, and a new system for requesting approvals and managing Co-Op accounts.

All of the current agent materials will be available for agents to customize and use while FloodSmart works to enhance and improve the Co-Op advertising program; however, pre-approval requests for Co-Op advertising will be suspended. Previously approved ads that are submitted with proper documentation within 90 days of the run date will be honored.

Over the years, the Co-Op advertising program has helped agents across the country promote the benefits of flood insurance. We've heard many success stories that are directly attributable to the Co-Op program. In addition, we have received numerous suggestions from agents on ways to make the program even better. We listened! We are taking your suggestions to heart,

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and are working to provide you with new and improved marketing tools that will help you sell flood policies. Watch for the new program to be launched in spring 2013.

If you have questions or suggestions, please call the FloodSmart Co-Op Program Support line at 703-539-6621 or email us at info@nfipfloodsmart.com.

cc: Vendors, IBHS, FIPNC, Government Technical Representative

Required Routing: Data Processing, Marketing, Underwriting