



**FEMA**

W-04035

July 16, 2004

MEMORANDUM FOR: Write Your Own (WYO) Principal Coordinators  
and the NFIP Servicing Agent

FROM: WYO Clearinghouse

SUBJECT: FloodSmart Retention Mailing – WYO Company Web Cast, August 3

You are invited to participate in a Web cast on Tuesday, August 3, 2004, at 2 p.m. ET. The Web cast, facilitated by J. Walter Thompson, will provide WYO companies, vendors, and other interested parties with an overview of the FloodSmart Retention Direct Mail program.

The Web cast will:

- Present how the retention program will be implemented.
- Show retention direct mail creative.
- Show the “call-to-action” that will drive current customers to renew their policies.
- Discuss predictive modeling; show how certain customers are selected for the mailings.
- Discuss the process for gathering NFIP data through WYO companies and their vendors.
- Share the “opt-out” process for those not wanting their customers to be contacted.

How to Participate

You must sign up and provide your email address to participate in the call.

**Please R.S.V.P by Thursday, July 29,  
with your name and email address to [floodsmart@ogilvypr.com](mailto:floodsmart@ogilvypr.com).**

Participants will receive both a call-in number and a link (URL) via email prior to the Web cast. At the time of the Web cast, participants will be asked to:

- 1) Click on the email link provided to log into the presentation prior to making the phone call;  
and
- 2) Call in via phone to the call-in number provided.

If you have questions, and to R.S.V.P., please contact [floodsmart@ogilvypr.com](mailto:floodsmart@ogilvypr.com).

cc: Vendors, IBHS, FIPNC, WYO Marketing Committee, Government Technical Representative

Suggested Routing: Marketing, Underwriting