



FEMA

W-04046

August 9, 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 12

If you were unable to participate in the Aug. 3rd Web cast to discuss the FloodSmart Retention Direct Mail program, you are invited to participate in a second Web cast on Thursday, Aug. 12, 2004, at 2 p.m. ET. The Web cast, facilitated by J. Walter Thompson, is a repeat of the Aug. 3rd Web cast and will provide WYO Companies, Vendors, and 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 policy.
- 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 Wednesday, Aug. 11,
with your name and email address to 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 are 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.

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