

# Help Protect Our Families

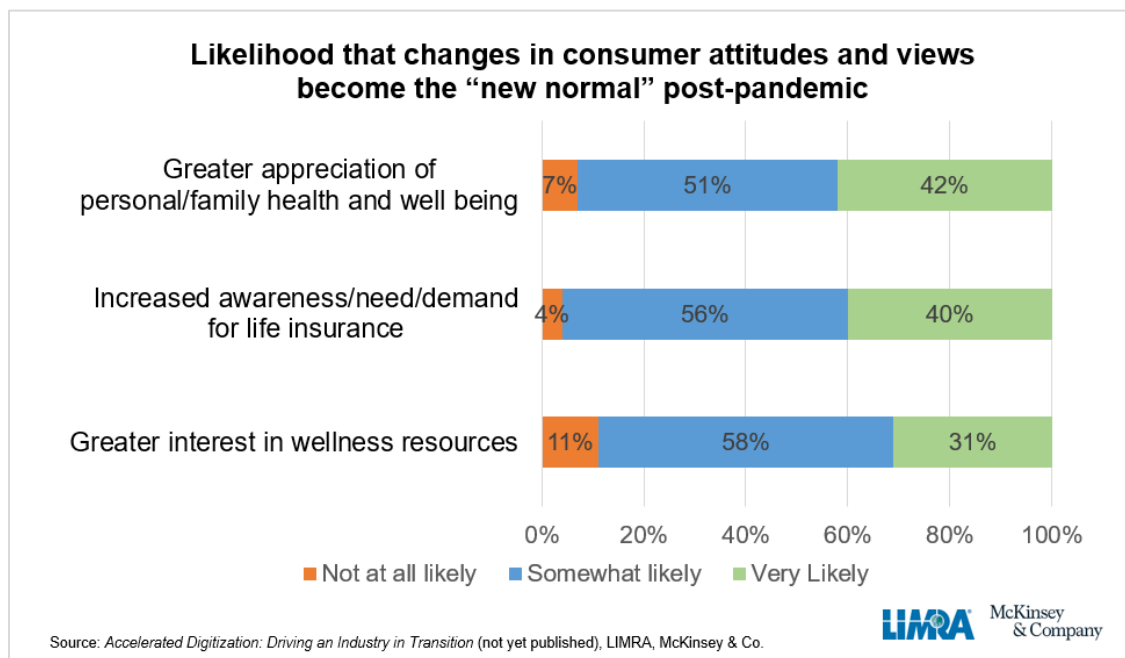


May 7, 2021

## Thanks to everyone for supporting the Help Protect Our Families campaign!

Welcome to week 14! After 15 months, our nation is moving toward living in a post-pandemic world. As of May 6, 2021, more than half of Americans over age 18 have received one dose of the COVID-19 vaccine, and 42% are fully vaccinated.

LIMRA partnered with McKinsey & Co to survey executives from more than 70 financial services companies to examine how consumers' attitudes would change following the pandemic and how the industry should respond. According to the new study, 96% believe it is at least somewhat likely consumers will continue to have an increased awareness for the need/demand for life insurance coverage — 40% believe it is **very likely** the increased demand for life insurance will continue.



Executives also believe that emerging technologies will play an important role in carriers' and financial professionals' future efforts to connect with more people to help them get the life insurance protection they need. Nine in 10 executives believe consumers' expectations on how they obtain coverage will shift, including an increased desire for digital shopping experiences and use of e-commerce self-service models, expanded use of video engagement tools, and an expectation for quicker turnaround times.

The industry did a remarkable job adjusting sales and operations practices to adapt to the COVID-19 environment. This study suggests we take what we learned and maintain these practices to serve our customers going forward.

The full report will be available on the LIMRA website later this month.

## ACLI CEO Susan Neely Speaks to New York Life CEO Ted Mathas

As part of ACLI's "Kitchen Table Conversations" series, Ted Mathas joins Susan Neely to discuss how the industry responded to the pandemic, the importance for young people to obtain financial protection through life insurance, and the incredible role the industry has played in supporting their customers and communities in a time of crisis.



To watch the conversation:

[Video clip](#)

[Full video](#)

*We encourage you to share this video on social media using [#HelpProtectOurFamilies](#).*

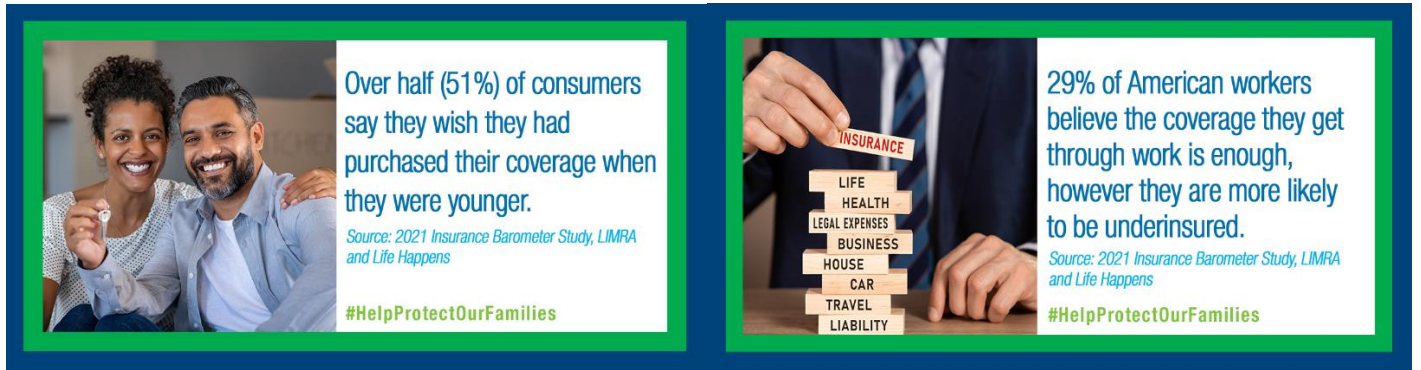
New content has been added to the [Help Protect Our Families resource page](#) this week. Please share the following resources with your colleagues and clients and use [#HelpProtectOurFamilies](#) in your social media posts so we can track how the message is being amplified throughout the industry!

1. A [Financial Advisor Magazine article](#) Ken Cella, principal of Edward Jones' client strategies group, authored an article about the life insurance coverage gap, encouraging financial professionals to proactively introduce the topic of life insurance with their clients. *Please share with your colleagues, field force and sales leaders to remind them of the important role life insurance plays in a holistic financial strategy.*
2. A [Deloitte article](#) about the impact of COVID-19 on life insurance demand and sales based on its November 2020 survey. *Please share with your marketing and product development teams and sales leaders so they can better understand the market trends that have led to recent growth in life insurance sales over the past three quarters.*
3. Upcoming Help Protect Our Families events:
  - LIMRA is hosting a [Twitter Chat](#) on Thursday, May 20, to highlight the findings from the 2021 Insurance Barometer Study and discuss how the industry is educating consumers about life insurance. *We welcome everyone to join the Chat and weigh in on how you are helping consumers get the life insurance coverage they need. [#ChatAboutLifeInsurance](#)*

To view all of the planned events, please visit the [Help Protect Our Families Campaign Event Calendar](#).

4. Finally, two social media posts\*: *We recommend you post these on your intranet, your corporate social media accounts, and/or ask your leaders to share them on their own accounts. Remember to use the hashtag [#HelpProtectOurFamilies](#) in your social media messages.*

\*Please send your company's corporate social media metrics associated with **#HelpProtectOurFamilies** to [ctheroux@limra.com](mailto:ctheroux@limra.com) every other Thursday, so we can capture and share the growing industrywide impact of the campaign. If you would like a 15-minute reminder added to your calendar, please let me know.



Over half (51%) of consumers say they wish they had purchased their coverage when they were younger.

*Source: 2021 Insurance Barometer Study, LIMRA and Life Happens*

**#HelpProtectOurFamilies**

29% of American workers believe the coverage they get through work is enough, however they are more likely to be underinsured.

*Source: 2021 Insurance Barometer Study, LIMRA and Life Happens*

**#HelpProtectOurFamilies**

People who wish to subscribe to receive the weekly toolkit, can do so by visiting [www.limra.com/helpprotectourfamilies](http://www.limra.com/helpprotectourfamilies) and clicking on the 'Subscribe for Updates' button.