



April 16, 2021

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

Week 11! Last week, we pointed out the timeliness of our campaign as the need for life insurance and demand for life insurance are at all-time highs.

New data from the MIB Group illustrates the demand. The latest MIB Index reports U.S. life insurance applications grew **18.5%** in March 2021, compared with March 2020. This represents the 11<sup>th</sup> consecutive month of positive growth (YOY). For the quarter, applications increased more than **10%**, with all age groups up to and including age 70 experienced growth and double-digit growth among consumers ages 31-60.

### **Industry CEOs Speak Out About the Help Protect Our Families Campaign**

To expand the Help Protect Our Families campaign's message, several CEOs from participating companies recorded their thoughts about the campaign and why it is so important for the industry to unite to address the coverage gap. This is the first of several videos we will be highlighting over the coming weeks:



Click on image or visit: [CEOs Speak Out About the Help Protect Our Families Campaign](#)

The first video features:

- Dennis R. Glass, president and CEO, Lincoln Financial
- Marianne Harrison, president and CEO, John Hancock

- Kevin Hogan, executive vice president and CEO of Life and Retirement, AIG.
- Eileen MacDonnell, president and CEO, Penn Mutual
- Terry Rasmussen, president and CEO, Thrivent
- John Schlifske, chairman, president and CEO, Northwestern Mutual

Thanks to all who carved out time to share their thoughts about the campaign and the critical role our industry plays in protecting families' financial security.

*We encourage you to share this video on social media using #HelpProtectOurFamilies.*

### **New Media Coverage Based on the 2021 Barometer Study Results:**

Results from the 2021 Insurance Barometer Study continue to drive media coverage and expand the campaign message about the need to address growing life insurance coverage gap in the U.S.

Highlights include:

- Forbes wrote a story about the findings, which was picked up in more than 30 additional outlets throughout the country: [Survey Shows Plans To Buy Life Insurance But False Perceptions Of High Cost](#)
- Tim Grant, reporter for the Pittsburgh Post-Gazette, interviewed Dave Levenson on the findings: [Life insurance sales have increased during the pandemic](#)
- Dave Levenson spoke to Financial Planning magazine encouraging advisors to talk to their clients about life insurance: [Life insurance gap: Do your clients have the right amount?](#)
- Forbes also published an article based on the Phase 1 release, focused on women: [10 Things Women Need To Know About Life Insurance](#)
- Money Magazine and MSN spoke to Dave Levenson about the importance of buying life insurance when you are a young adult: [3 Reasons to Buy Life Insurance in Your 20s](#)

### **Our Members Are Also Leveraging the Help Protect Our Families Data and Resources:**

- Securian Financial Group leveraged the new findings for a local news segment about the impact of COVID-19 on consumers' perceptions around life insurance: View the [video](#)
- AIG has dedicated a page on its Life and Retirement website to the theme Help Protect Our Families, featuring items from the resource page: <https://www.lifeandretirement.aig.com/life-ig>
- Principal has also devoted a page for its advisors that showcases the Help Protect Our Families campaign resources: [Advisor Portal Campaign Microsite](#)
- In early April, Ameritas published a news release announcing its participation in the campaign: [Ameritas Participates in Nationwide Campaign](#)
- Sun Life featured research from the campaign to engage its advisors: [Advisor Portal Life & AD&D Insurance](#)
- In March, Protective highlighted the campaign on its advisor-focused online blog: [Help Protect Our Families campaign aims to close the life insurance coverage gap](#)

We welcome others to tell us how they are using the campaign resources to include in future toolkits. Sharing what has been successful can help others and expand the reach of the campaign, advancing the industry's mission to help protect families' financial futures.

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. **New!** We have launched a [Campaign Event Calendar](#). Check out all of the upcoming events planned in the coming weeks and months for home office and distribution professionals. Please share with your home office, field force, and sales leaders and encourage them to take advantage of these professional development opportunities.
2. LIMRA and Life Happens have released the full results from the 2021 Barometer Study. For detailed results, please visit:
  - a. [News Release](#)
  - b. [Infographic](#)

The full report is available to LIMRA member companies: [2021 Insurance Barometer Study](#)

3. An [ACLI article](#) highlighting the importance of life insurance and describing an NAIC initiative to create an enhanced online Life Insurance Buyers Guide to help consumers understand key concepts about life insurance and help them select the right coverage for their needs. We suggest you share this with your sales and marketing team so they understand the progress the industry is making to help educate consumers.
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.



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