



April 2, 2021

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

Week Nine – Support for the campaign continues to grow as carriers and distributors unite for the common purpose of closing the life insurance coverage gap. In the past few weeks, posts on Twitter, Facebook, Instagram and LinkedIn have soared! Collectively, the posts with #HelpProtectOurFamilies have garnered more than 200,000 impressions.

Below are some of the client responses received by financial professionals in the field who posted in support of the campaign:

Yes! Important message, thanks for doing the good work with me!

No one thinks bad things will happen to them. Thank you for what you do, Mikey!

Thank you for helping me apply for my life insurance!

We upped ours and redid our wills because of it.

This is such an important topic, Jennifer! Thank you for bringing it forward.

Wow - I am surprised by that number! I always thought I was covered with my great policy at work, but didn't realize how under-insured I really was. And what about if I lose my job?! Thank you for helping me with this!

Note: We are sharing the toolkit early this week due to the market holiday on April 2, 2021.

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. An [RGA post](#) by Ron Herrmann, EVP and Head of U.S. and Latin American Markets, RGA, **about the importance of the Help Protect Our Families campaign and the power of collective action.** *Please share with your employees, field force, and sales leaders to remind them of the critical role they each play to help Americans protect their families.*
2. A [LIMRA article](#) providing an overview of the U.S. individual life insurance sales projections through 2022. *Please share with your field force, sales leaders, and internal product teams to help them understand the factors that will have the biggest impact on growth in the next few years.*
3. A [NAIFA article](#) sharing a few of the ways in which clients can leverage the power of permanent life insurance to address a wide range of financial challenges. *Please share with your field force and sales leaders to help them position permanent life insurance as a solution to address the many financial risks consumers face.*

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 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.



People who wish to subscribe to receive the weekly toolkit, can do so by visiting www.limra.com/helpprotectourfamilies and click on the 'Subscribe' button.