



April 23, 2021

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

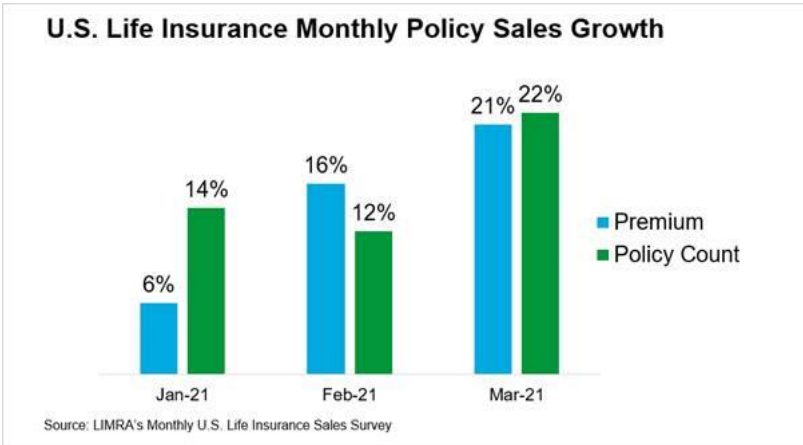
Week 12! As many of you know, April is Financial Literacy Month. Research shows Americans’ lack of knowledge about life insurance concepts and products is undermining their financial security.

New research from the 2021 Insurance Barometer study finds less than a third of consumers reported a high level of knowledge about life insurance. Women and Baby Boomers reported the lowest levels of knowledge. The power of knowledge is illustrated by the fact that 41% of those who said they are ‘very’ or ‘extremely’ knowledgeable about life insurance have coverage; just 19% of non-owners say the same.

The Help Protect Our Families campaign aims to provide carriers and distributors with the information and resources they need to educate consumers and ensure they get the life insurance protection they and their families need.

More Sales News...

Last week, we reported that MIB Group announced life insurance applications increased 18.5% in March. LIMRA is seeing similar trends in sales. According to the monthly sales figures, total premium increased 21% and policy sales grew 22% in March, with all product lines experiencing positive policy count growth.



While quarterly sales results may shift as more companies report their results, we expect this to be a significant quarter for life insurance sales. As we look ahead at annual sales trends, the last time the industry saw new policy sales grow 4% or higher was in 1983. It appears we are off to a good start to match or exceed that record.

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. Visit the [Help Protect Our Families Campaign Event Calendar](#) to learn about 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.*

Next two events:

- [Help Protect Our Families: The Pandemic's Effect on the Likelihood to Buy Life Insurance](#)
Please join LIMRA and Life Happens to learn more about the recently released findings from the 11th annual Insurance Barometer Study. This year's study includes valuable insights about how the pandemic has affected consumers' awareness and perceived need for life insurance. We will also provide details life insurance ownership by generation, gender, race, and income and offer insights on which segments of the market are most interested in purchasing life insurance. **Date/Time:** May 4, 2021 at 1 p.m. ET
- [Make An Impact on Closing the \\$12T Gap](#) The Help Protect Our Families Campaign is dedicated to help close the \$12 trillion life insurance protection gap. Hear from distribution executives from three of the largest career companies in the industry on what their most successful producers are doing, how they help the advisors and agencies they work with, and the strategies they are using to close the protection gap. **Date/time:** Thursday, May 6 from 1 p.m. – 2 p.m. ET

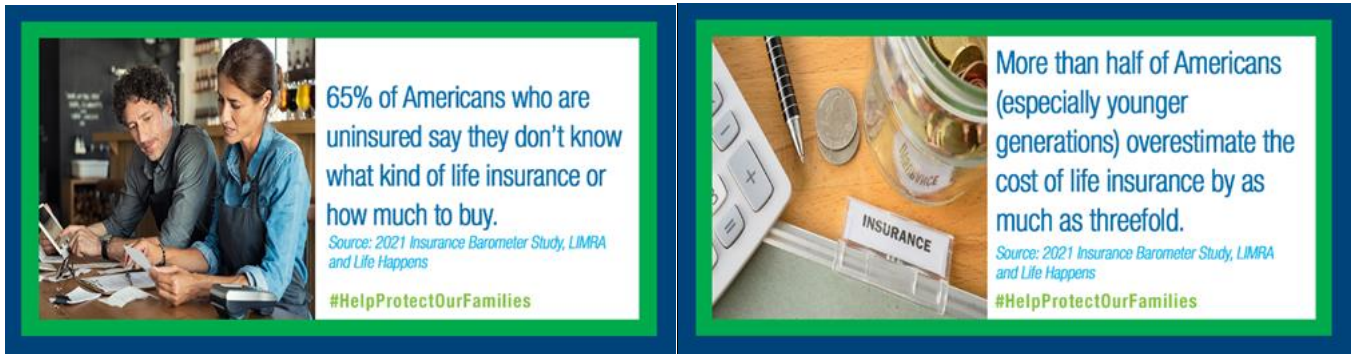
Speakers:

- Marc Cadin, CEO, Finseca
- Timothy Gerend, Chief Distribution Officer, Northwestern Mutual
- Mark Madgett, Executive Vice President & Head of Agency, New York Life
- John Vaccaro, Head of MassMutual Financial Advisors, MassMutual

2. An [MDRT article](#) discussing how COVID-19 disrupted advisors' business operations and provides tips on how emerging technology can help financial professionals reach their career goals. *Please share with your field force and sales leaders to encourage them to leverage the digital tools to help them be more efficient as they engage their clients.*
3. An [ACLI IMPACT article](#) that shares a story about how Arnold Palmer's desire for life insurance propelled him to launch his own company and change the sports industry forever. *We suggest you share this with your employees and your sales and marketing teams to demonstrate how so many people — including Arnold Palmer — value life insurance.*
4. **Save the Date!** 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
5. **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.



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