



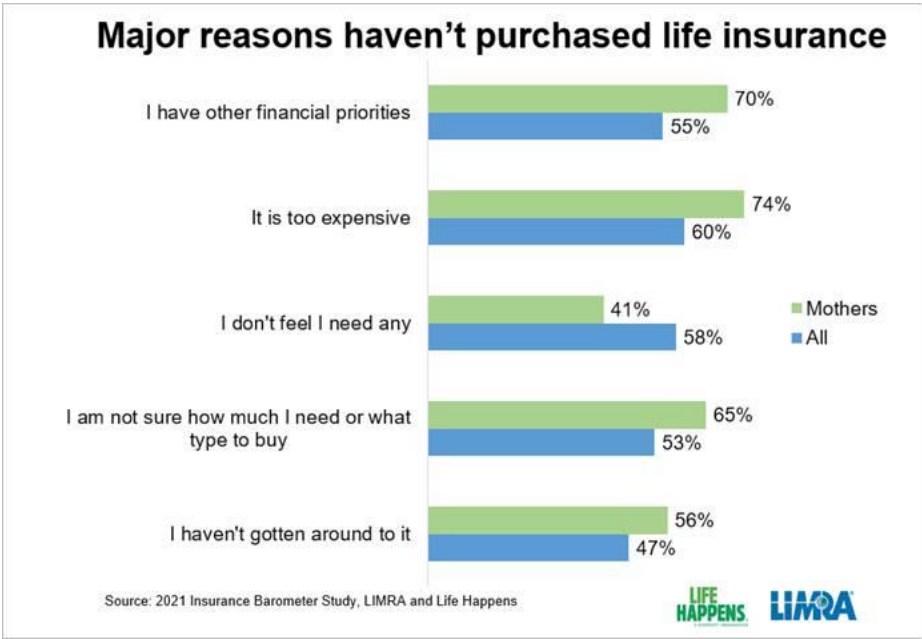
April 30, 2021

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

Welcome to week 13! Mother’s Day — a time to celebrate and honor mothers and everything they do to care and protect their families — is coming up next Sunday, May 9.

According to the Bureau of Labor Statistics, more than 70% of U.S. families with children under 18 rely on the woman’s salary. Yet, just 51% of mothers have life insurance and 43% of uninsured and underinsured women believe they need more coverage.

When asked, mothers were more likely than the general population to highlight financial constraints and a lack of knowledge as major reasons they didn’t have life insurance.



Our study shows 8 in 10 women overestimate the cost of life insurance and just 22% believe they are very knowledgeable about life insurance. Now is the time to engage and educate women — especially mothers — about how accessible and affordable life insurance is. Getting more women fully insured will give them the peace of mind that their families will be secure financially if the unthinkable were to happen.

***New Video!* Industry CEOs Talk About the Pandemic’s Impact On Consumers**

This week we are featuring a video of six industry CEOs discussing how COVID-19 has changed consumers’ perceptions about life insurance and financial wellness:



Click on image or visit: [CEOs Discuss COVID-19's Impact on Consumers' Views on Life Insurance](#)

Thanks to the following CEOs for taking time to share their thoughts about the campaign.

- 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 McDonnell, president and CEO, Penn Mutual
- Terry Rasmussen, president and CEO, Thrivent
- John Schlifske, chairman, president and CEO, Northwestern Mutual

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. An [MDRT video](#) of two female financial professionals who describe how they balance work and motherhood. According to LIMRA research, just 21% of independent and affiliated agents are women. *Please share with your colleagues, employees and field force to remind them of the powerful contributions women offer to their families, our industry and our society.*
2. A [LL Global MarketFacts article](#) provides analysis of life insurance sales trends over the past few years and identifying the factors that have contributed to some companies' success. *Please share with your marketing and product development teams and sales leaders so they can better understand the market trends that have led recent growth. Note: the latest edition of [MarketFacts: Your Resource For Industry Knowledge](#) is available online.*
3. **Upcoming Help Protect Our Families 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 on life insurance ownership by generation, gender, race, and

income and offer insights into 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 Vacarro, Head of MassMutual Financial Advisors, MassMutual
- 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** 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 for Updates' button.