



Aug. 20, 2021

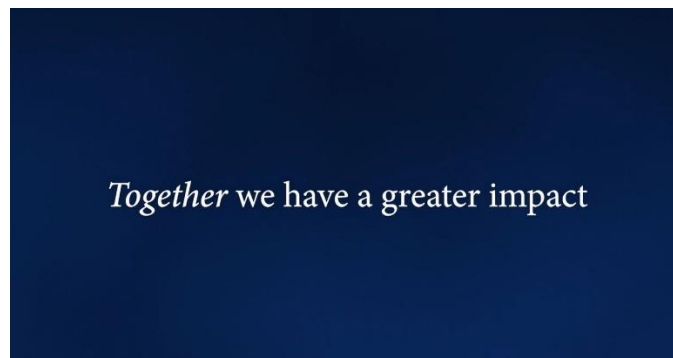
### Thanks to everyone for supporting the Help Protect Our Families campaign!

Week 30: In two weeks the 2021 Life Insurance Awareness Month campaign begins. This week, we share a new video highlighting the collective efforts of the campaign and featuring new content to support LIAM. There are also two new workplace benefits events focused on industry trends and emerging opportunities.

#### **New Help Protect Our Families Video!**

We have created a new video, showcasing all of the ways the Help Protect Our Families campaign has raised industry awareness about the life insurance coverage gap and educated consumers about the important role life insurance plays in families' financial security.

*Together* we have shown we can make a greater impact that will ultimately help more families get the life insurance protection they need for their families.



[Together We Have A Greater Impact](#)

#### **LIMRA launches its 2021 Life Insurance Awareness Month (LIAM) page**

Every September, the industry — led by Life Happens — comes together to support Life Insurance Awareness Month (LIAM). This campaign is designed to educate consumers about the importance of life insurance and the role it plays in protecting families' financial security. Our research finds that the pandemic has generated unprecedented consumer demand for life insurance, with 31% of Americans saying they are more likely to purchase coverage in 2021.

LL Global is proud to support LIAM. This year as we continue to raise awareness through the [Help Protect Our Families](#) campaign, we have developed a robust set of new resources you can use to help engage and educate consumers about the importance of life insurance and dispel common misconceptions they may have that prevents them from getting the coverage they need to protect their loved ones.

The resources available include:

- 2021 LIAM Fact Sheet about life insurance
- Infographics
- 2021 LIAM Unplugged episode – featuring agents' perspectives about how COVID-19 has changed consumers' views about life insurance.

- New LIAM social media posts – static and animated

Visit [our LIAM page](#) for more information.

We're added new content to the [Help Protect Our Families resource page](#). 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 magnified throughout the industry!

1. An [MDRT video](#) sharing tips on how to effectively ask for referrals. *Please share with your colleagues, sales teams and field force to remind them that one of the best ways to help more people get the life insurance they need is to ask for referrals from existing clients.*
2. **Upcoming Events:**
  - [Life Happens' LIAM Twitter Chat](#)  
Join Life Happens as it hosts a Twitter Chat about the importance of life insurance, sharing insights from the 2021 Insurance Barometer Study. **Time/Date:** Sept. 9, 2021, 1:00 p.m. EDT
  - [2021 Group and Worksite Benefits Summit](#)  
LIMRA is hosting a virtual summit for workplace benefits executives and practitioners to explore emerging market trends. The event will feature key findings from a new LIMRA-EY Study: Harnessing Growth in Workplace Benefits study and more. **Time/Date:** Sept. 14, 2021, 1:00 p.m. – 3:00 p.m. EDT
  - [The Workplace Benefits Report](#)  
This LIMRA webinar will provide an update on workplace benefits market trends. Pat Leary, corporate vice president and head of workplace benefits research, will share second quarter 2021 workplace benefits sales results and other marketplace insights. **Time/Date:** Sept. 21, 2021, 1:00 p.m. – 1:30 p.m. EDT
3. **Finally, two items to post on social media:** *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.*



FOR BDs



In 2021, 7 in 10  
Americans say they  
personally need life  
insurance coverage.

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



3 in 10 Millennials plan to  
work with a financial  
professional to purchase life  
insurance.

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

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