

Help Protect Our Families



February 12, 2021

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

We are excited to hear that many companies have started sharing the content with their employees and are developing plans to incorporate the campaign's key messages into their marketing strategies.

The campaign also has garnered more than 80 media placements including coverage in:

- Investopedia: [Life Insurance Industry Says More Americans Today Are Inadequately Insured](#)
- Think Advisor: [Life Groups Unite Against Coverage Gap](#)
- Insurance News Net: [LIMRA: Industry Associations Unite to Help Address the Life Insurance Coverage Gap in the United States](#)

Additionally, LL Global CEO Dave Levenson and Finseca CEO Marc Cadin participated in an Insurance News Net webinar to highlight the purpose of the campaign and urge the industry to join the effort. To watch the webinar on demand, please visit the Featured Content of the [Help Protect Our Families resource page](#).

As we continue to drive awareness about the number of American families that are underinsured, please share the following resources with your colleagues and clients from the [Help Protect Our Families resource page](#).

1. A [LIMRA Fact Sheet](#) highlighting the reasons why financial professionals should talk to their clients and review their life insurance needs. *Please share with your field force and sales leaders to point out the benefits of having a conversation about life insurance with their clients.*
2. A [NAIFA article](#) discussing how to build better relationships with clients. *Please share with your field force and sales leaders to remind them how they can engage with clients the right way and build deeply connected, authentic relationships with their clients.*
3. An [ACLI article](#) that reminds people to conduct regular reviews of life insurance coverage to ensure adequate protection. *We suggest you share this with your employees and your sales and marketing teams and encourage them to incorporate this message into their communications with existing and potential clients.*
4. The 2021 *Insure Your Love* campaign began on February 1. Life Happens' [webpage](#) offers tools and information to help educate consumers and encourage them to take the next steps to become fully insured. *We recommend using this material in your social media efforts and sharing it with your employees.*
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.



The image contains two social media graphics side-by-side. The left graphic features a photograph of a family of four (a man, a woman, and two children) gathered around a kitchen table, looking at a recipe book. The right graphic features a photograph of three people (two men and one woman) sitting around a table, looking at documents together. Both graphics have a white background with a green border and include text and a hashtag.

44% of families say they would face financial hardship if the primary wage earner died within 6 months.
Source: 2020 Insurance Barometer Study, LIMRA and Life Happens
#HelpProtectOurFamilies

29% of Americans say they are more likely to buy life insurance due to COVID-19; 68% of people who already have coverage say they are likely to buy more.
Source: Life Insurance in Life Stages (2020), LIMRA
#HelpProtectOurFamilies

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.