



March 12, 2021

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

Six weeks in and the campaign's momentum continues to expand! More companies and financial professionals are promoting the campaign on social media and carriers are leveraging the campaign's content to educate their employees and field teams.

We see more people seeking resources from the campaign's webpage. To date, there have been over 8000 visits to Help Protect Our Families resource page, up more than 50% from last week. Our collective social media campaign also continues to grow. We have had over 57,000 impressions across all platforms. As we gather metrics from additional companies in the coming weeks, we expect to be able report even greater engagement.

Your participation is driving the success of this campaign — THANK YOU!

We have added new content 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. A [MDRT article](#) highlighting the ways in which financial professionals can take advantage of the pandemic's disruption to reimagine their practices and better serve their customers. *Please share with your field force and sales leaders to inspire them to use this time to discuss their clients' life insurance needs.*
2. An [ACLI article](#) that addresses recent media reports about changes some companies have made to their application process due to COVID-19, and how these changes align with existing practices to underwrite policies fairly so insurers can continue to support the lifetime financial commitment that life insurance provides to families. *It is important that our industry educates consumers about how life insurance works so they are not misled by negative media articles. We suggest you share this with your field teams so they can answer clients' questions and alleviate any concerns their clients may have.*
3. 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 [#HelpProtectOurFamilies](#) to ctheroux@limra.com each week so we can capture and share the growing industrywide impact of the campaign.

67% of Americans agree that the pandemic has been a wake-up call to re-evaluate their long-term financial goals.

Source: Tough Talks During COVID-19 (June 2020), Life Happens

#HelpProtectOurFamilies

Financial Future

Half of workers believe having life insurance as a job-related benefit is more important since the COVID-19.

Source: COVID-19 and Workplace Benefits: New Perspective (2020), LIMRA

#HelpProtectOurFamilies

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