



February 19, 2021

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

The Help Protect Our Families campaign is generating a lot of excitement and engagement. We continue to hear how our members are using or planning to use the content to educate their employees, their field teams, and the public. Examples include:

- Adding content to employee and sales teams' websites
- Incorporating messaging into existing and upcoming marketing strategies
- Sharing with board members and other leadership teams
- Showcasing the campaign at national and regional sales meetings
- Leveraging factoids in articles, social media, and other communications

The response on social media also has been impressive. In the first two weeks, more than 100 posts with #HelpProtectOurFamily were published on LinkedIn — garnering more than 450 likes — and dozens of Twitter, Facebook and Instagram posts were published as well.

Below are some examples of recent posts:





We encourage everyone to use [#HelpProtectOurFamilies](#) in their posts so we can track how the message is being amplified throughout the industry!

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 article](#) about the impact of soft skills on financial professionals' productivity and client retention. *Please share with your field force and sales leaders to remind them of the importance of building trust with customers.*
2. A new Life Happens [video](#) that tells the story of an immigrant family whose life insurance secured their children's financial future in the face of tragedy. *This is why our industry exists — to help parents protect their children when the unimaginable happens. Please share with your employees, your field force and sales leaders to remind them of the industry's noble purpose.*
3. An [MDRT blog post](#) discussing how life insurance provides people with dignity when it matters most. *Please share with your field force and sales leaders to remind them how taking a holistic approach with their clients and having needs-based conversations brings added value to their clients.*
4. An [ACLI article](#) that urges people to review their life insurance coverage to prepare for the unexpected (like a global pandemic). *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.*
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.*



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