

# Help Protect Our Families



February 26, 2021

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

As we head in to week four of the Help Protect Our Families campaign, more companies are leveraging the content to support the campaign on social media. In just one week, the number of posts on LinkedIn using #HelpProtectOurFamilies grew more than 360%! Posts supporting the campaign also increased on Twitter, Facebook and Instagram.

In March, the campaign will focus on building content to help inform the industry about the future of the life insurance market, and how this will impact our members and their sales teams.

To lead off, LL Global is hosting a webinar, **The Future of Life Insurance: Reimagining the Industry for the Decade Ahead**, on March 9 at 1– 2 p.m. ET. This webinar, led by McKinsey & Company's Kweilin Ellingrud, senior partner, and Jonathan Godsall, partner, will highlight the findings of a new McKinsey & Co. study. They will discuss how COVID-19 will affect the life insurance market, how the accelerating pace of automation will change the nature of jobs across the insurance industry, and how it will influence the insurance industry's ability to serve the growing need of the underinsured and uninsured in the United States. [Register Now](#)

In the coming weeks, more events will be listed on 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 amplified throughout the industry!

1. A [LIMRA video clip](#) of Dave Levenson talking about the need for life insurance in the United States and the important role our industry plays in helping families protect their financial futures. *Please share with your employees, field force, and sales leaders and ask them to share on their social media platforms with #HelpProtectOurFamilies.*
2. A [NAIFA article](#) offering tips on how to sell more life insurance, from industry experts. *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 discusses the efforts of life insurers to adapt their operations when COVID-19 began to spread across the country in order to help people get life insurance coverage quickly when normal channels were disrupted. *We suggest you share this with your employees and your sales and marketing teams and encourage them to understand how the insurance industry continues to modernize its practices to serve Americans — even in the face of a global pandemic.*
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 #HelpProtectOurFamily to [ctheroux@limra.com](mailto:ctheroux@limra.com) each week so we can capture and share the growing industrywide impact of the campaign.



78% of Americans agree that financially preparing for life's unknowns is a way to show your loved ones you care about them.

Source: 2019 Insure Your Love Consumer Survey, Life Happens

#HelpProtectOurFamilies

1 in 3 Americans say they don't have enough life insurance.

Source: 2020 Insurance Barometer Study, LIMRA and Life Happens

#HelpProtectOurFamilies

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