



February 5, 2021

On February 1, we launched the Help Protect Our Families campaign. We appreciate all of the support for this campaign and your partnership in sharing message and content. Helping families across the United States secure financial protection has always been the mission of our industry and there has never been a better time to live the mission.

For this campaign to be successful, we need your help! The initial phase of the campaign is focused on creating awareness and driving education about the life insurance coverage gap in the United States and the importance of having adequate life insurance coverage.

To help you amplify the message with your colleagues and clients, we will share items from the [Help Protect Our Families resource page](#) each week for you to use with ideas on how you can leverage them.

1. **Two Social Media posts:** *We recommend you post these on your intranet, your corporate social media accounts, and/or ask your leaders to share on their own accounts.*



2. A [fact sheet](#) highlighting recent research about the underinsured market in the U.S. and the impact of COVID-19 has had on consumers' perceptions about life insurance. *We suggest sharing this fact sheet with your sales and marketing teams to engage clients and prospects. The fact sheet can be shared in its entirety or individual facts can be used (all of the facts include citations for compliance).*
3. A NAILBA article, [Emotional Intelligence in a Virtual World](#), which discusses how important it is to build and maintain trust with your clients when all your interactions are virtual. *Please share with your field force and sales leaders to help them navigate the changes presented in a COVID-19 world.*
4. A [video interview](#) with Finseca CEO Marc Cadin and Brighthouse CEO Eric Steigerwalt about how his company is innovating to meet the needs of today's customer. *This thought-provoking interview would be valuable to anyone in your company responsible for product development, marketing and operations.*
5. Finally, please join the #insureyourlovechat — hosted by Life Happens on Feb 11, 2021

The graphic is split into two vertical panels. The left panel has a dark red background with a white grid pattern. It features two overlapping speech bubbles (one white, one light red) at the top, the Twitter handle '@lifehappens' in the middle, and the 'INSURE YOUR LOVE' logo at the bottom, which includes a heart icon and the text 'BROUGHT TO YOU BY LIFE HAPPENS'. The right panel has a light beige background and contains the following text:

IYL Twitter Chat
We'll discuss our new survey:
"Life's New Appreciations"

February 11, 2021
1 p.m. EST

Hosted by Life Happens
Join with **#InsureYourLoveChat**

For more details, visit: <https://lifehappenspro.org/blog/join-life-happens-for-a-special-twitter-chat-during-insure-your-love>