



June 4, 2021

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

Week 18: We continue to see strong social media engagement from our partners and members. Collectively, the campaign has garnered more than 740,000 impressions and over 7,000 posts. Interestingly, the largest growth this week is on Facebook and Instagram, which [SproutSocial](#) suggests tend to engage younger adults ages 25-34, a group more likely to be uninsured or underinsured.

New! Industry CEOs Discuss Lessons Learned from the Pandemic



Click on image or visit: [Industry CEOs Discuss Lessons Learned from the Pandemic](#)

Thanks to the following CEOs for taking time to share their thoughts about the campaign.

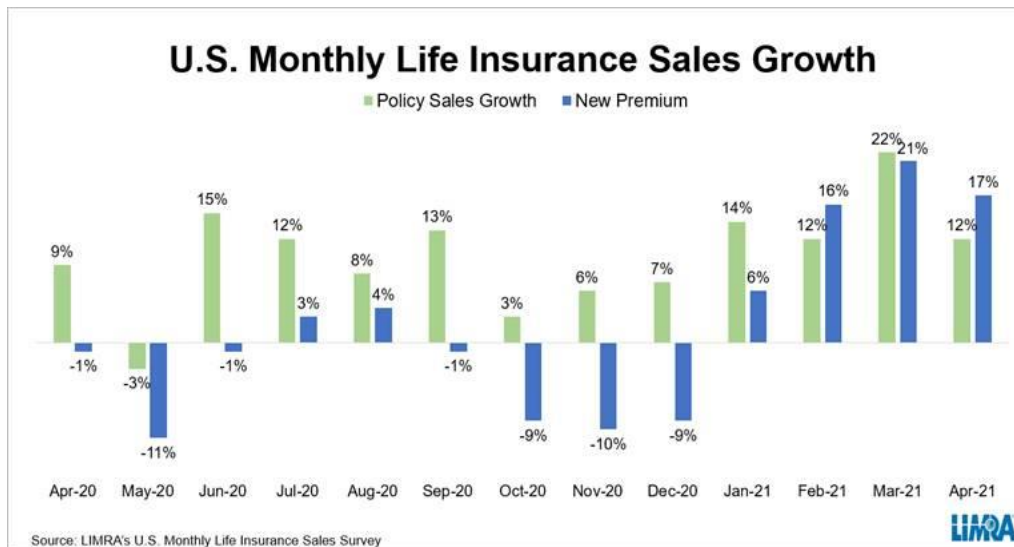
- Dennis R. Glass, president and CEO, Lincoln Financial
- Marianne Harrison, president and CEO, John Hancock
- Kevin Hogan, executive vice president and CEO of Life and Retirement, AIG
- Eileen McDonnell, president and CEO, Penn Mutual
- Joseph Monk, senior vice president – Financial Services, State Farm
- Terry Rasmussen, president and CEO, Thrivent
- John Schlifske, chairman, president and CEO, Northwestern Mutual

We encourage you to download and share this video on social media using #HelpProtectOurFamilies.

April continues policy sales growth streak

For the 11th consecutive month, policy sales increased. In April, the number of life insurance policies sold in the U.S. increased 12%, compared with results in April 2020. More than half of participating companies (55%)

reported a major increase in policy sales. New annualized premium also increased, up 17% from prior year. New premium has increased every month in 2021.



All product lines recorded policy count growth and indexed universal life (IUL), variable universal life (VUL) and whole life had double-digit growth in policy count and new premium. Term life sales couldn't surpass strong sales in April of 2020 and remained flat.

Four in 10 companies cited increased consumer interest in life insurance as a driver for this growth. In addition, the majority of companies said they received a higher number of applications in April. Overall, applications grew 9% in April, compared with prior year's results.

New content has been added 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 [Life & Health Advisor column](#), by Neil Sprackling, *president of Swiss Re's Life & Health US Business and LL Global Board chair*, and Dave Levenson, *president and CEO, LL Global, LIMRA and LOMA*, about the life insurance coverage gap, highlighting the Help Protect Our Families campaign. *Please share with your home office and field force to remind them of the purpose of this campaign and the important role our industry plays in securing families financial security.*
2. A [Life Happens article](#), by Maggie Leyes, *chief creative officer, Life Happens*, describing how life insurance helped a newly immigrated Vietnamese family survive when tragedy struck, allowing the children to continue their pursuit of the American dream. *Please share with your home office and field force to highlight why the Help Protect Our Families campaign is so critical.*
3. **Upcoming Help Protect Our Families events:**
 - [HPOF Campaign Webinar: Independent Distribution Leaders Discuss Thriving in a Pandemic](#)
Finseca is hosting a webinar featuring CEOs from three of the largest independent distribution organizations who will share their perspectives on how the best and brightest advisors have succeeded during the last year. They will also discuss how to close the \$12T protection gap with advisor best practices for a virtual world and DEI initiatives. **Date/Time:** June 14, 2021, at 1p.m. EDT

Speakers:

- Rob Carney, president, Crump Life Insurance
- Mike James, executive vice president and head of individual solutions, NFP
- Wes Thompson, president and CEO, M Financial Group

- **[Help Protect Our Families: The Pandemic's Effect on the Likelihood to Buy Life Insurance](#)**
NAIFA is hosting a webinar with LIMRA and Life Happens to share the full results from the 2021 Insurance Barometer Study and the implications for agents and advisors. The presentation will provide details on ownership by generation, income, and gender, and offer insights on which segments of the market are most interested in purchasing life insurance. **Date/Time:** June 16, 2021 at 2 p.m. EDT

Speakers:

- Maggie Leyes, chief creative officer, Life Happens
- Alison Salka, Ph.D., senior vice president and head of LIMRA Research
- Moderated by Kevin Mayeux, CAE, chief executive officer, NAIFA

To view all upcoming events, please visit the [Help Protect Our Families Campaign Event Calendar](#).

4. **Finally, two items to post on social media*:** *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 with [#HelpProtectOurFamilies](#) to ctheroux@limra.com every other Thursday, so we can capture and share the growing industrywide impact of the campaign. If you would like a 15-minute reminder added to your calendar, please let me know.



People who wish to subscribe to receive the weekly toolkit, can do so by visiting www.limra.com/helpprotectourfamilies and clicking on the 'Subscribe for Updates' button.