



March 19, 2021

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

Week seven – interest in the Help Protect Our Families resource page continues to grow. There have been more than 9,400 visits to the page, up 18% from last week.

On Tuesday, March 23, LIMRA and Life Happens will release the initial findings from the 2021 Insurance Barometer Study to the industry and the public. This is an annual study, tracking the financial perceptions, attitudes and behaviors of consumers in the United States, with an emphasis on life insurance. The same day, the entire HelpProtectOurFamilies working group is invited to a presentation of the top-level findings at 4 p.m. ET. **We hope you can join us!**

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 new [MDRT podcast](#) featuring four MDRT members who discuss talking to their clients about life insurance coverage is similar to “Goldilocks and the Three Bears” — there are ways that are too hot, too cold and just right. In this podcast, the MDRT members share how they make sure their conversations and questions establish the right tone with clients. *Please share with your field force and sales leaders to help them model their own conversations with their clients about life insurance.***
- 2. LIMRA has released fourth quarter and year-end 2020 individual life insurance sales [results](#). *Please share with your field force, sales leaders, and internal product teams to help them understand how COVID-19 and the resulting economic conditions impacted life insurance sales in 2020.***
- 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 with **#HelpProtectOurFamilies** to ctheroux@limra.com every other Thursday, beginning April 1, 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.



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



Forty-one percent of Americans say they want to work with an agent/advisor to purchase life insurance.

Source: 2020 Insurance Barometer Study, LIMRA and Life Happens

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