

Help Protect Our Families



Oct. 29, 2021

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

Week 40: This week we have the latest monthly life insurance sales results from September, which marked the ninth consecutive month of annualized premium growth.

We also feature the first of four *Executive Insights* videos about the importance of workplace life insurance, and an upcoming webinar about trends in workplace life insurance. Workplace life insurance plays an important role in employees' financial security, and can also be a strong benefit to helping attract and retain talent in this challenging job market. LIMRA research finds half of U.S. workers say access to a workplace life insurance benefit is more important since the pandemic.

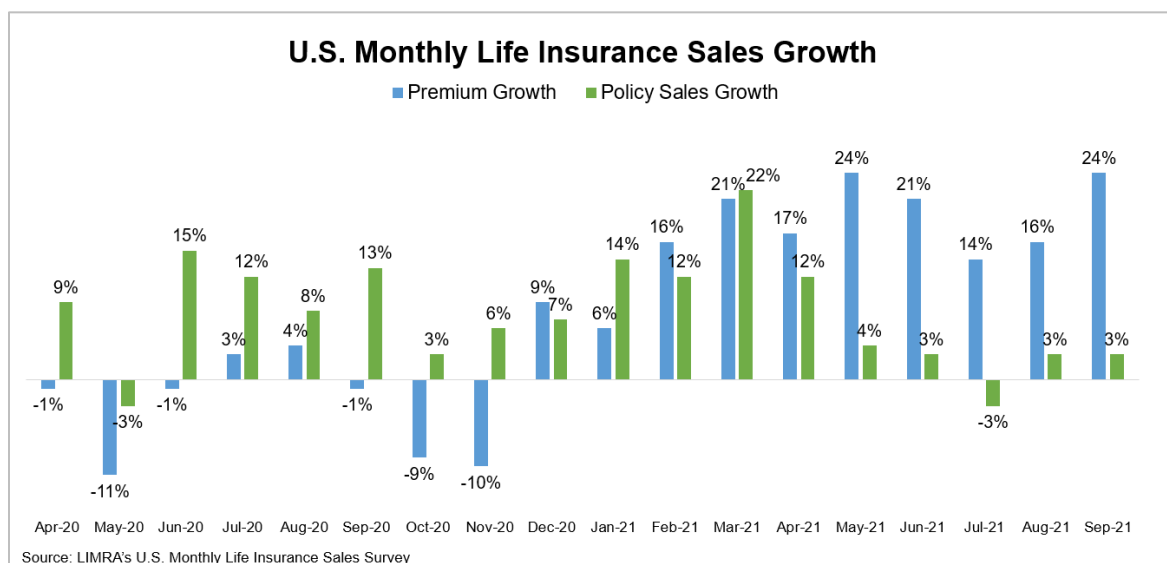
As always, there are resources to help you continue to raise awareness about the value of life insurance with your colleagues, your sales teams, and consumers.

Reminder: To accommodate the holidays and vacation schedules, we have shifted the frequency of the Help Protect Our Families toolkit to every-other Friday.

September Monthly Life Insurance Sales Record Strong Growth

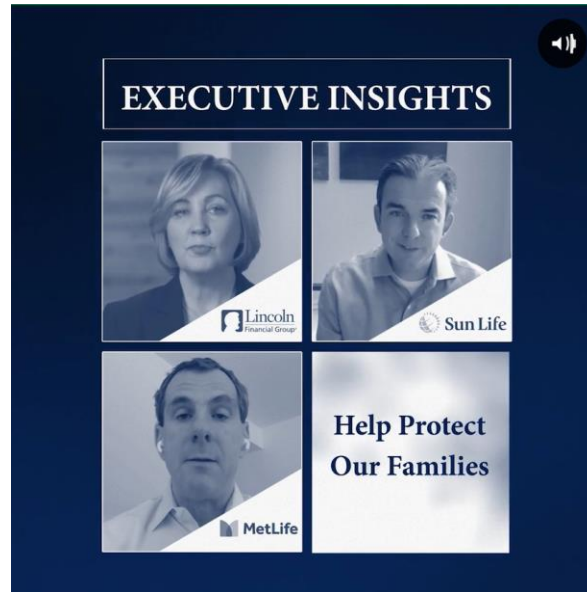
In September 2021, total U.S. life insurance new annualized premium jumped 24%, compared with prior year results. Policy sales, which have increased 15 out of the last 16 months, were 3% higher than in September 2020. Premium growth increased for all product lines and policy sales growth was positive for all products except term life. In September 2020, term life policy sales rose 14%, compared to September 2019.

Participating companies that reported increases were likely to attribute their sales growth to new or more competitive products and the fact that sales were lower in 2020. September applications were up 3% from prior year, with significant increases for fixed and variable universal life.



Workplace Benefits Leaders Discuss Impact of COVID-19 on Workers' Financial Concerns

In the first of four videos, three workplace benefits leaders share their thoughts about why it is more important for employers to promote their life insurance benefit this year to their employees.



Click on image or visit: [Workplace Benefits Leaders Discuss Impact of COVID-19 on Workers' Financial Concerns](#)

Our sincere thanks to the following executives for taking the time to share their insight and expertise:

- David Healy, senior vice president, Group Benefits, Sun Life U.S.
- Todd Katz, executive vice president, Group Benefits, MetLife
- Jamie Ohl, executive vice president, President, Workplace Solutions, Head of Operations and Brand, Lincoln Financial Group

We encourage you to download and share this video on social media using [#HelpProtectOurFamilies](#)

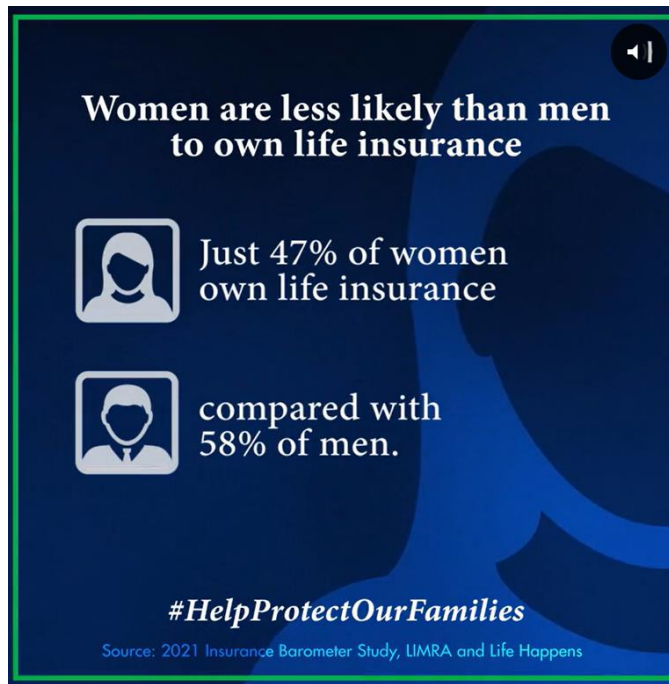
Visit the [Help Protect Our Families resource page](#) for new articles and resources. Please share the following resources with your colleagues and clients and use [#HelpProtectOurFamilies](#) in your social media posts so we can continue to track how the message is being magnified throughout the industry!

1. A [Think Advisor article](#), by Bob Ruff, senior vice president of growth solutions at Aflac's U.S. business, sharing how COVID-19 highlighted the importance life insurance. *Please share with your leaders to remind them of how having a strong life insurance benefit can play a big role in attracting and retaining talent.*
2. An [ACLI Impact article](#), by Marc Giguere, president and CEO, Munich Re U.S. Life and Health, highlighting the ways the life insurance industry supports people in Georgia. *Please share with your colleagues to remind them of the good our industry does every day.*
3. Upcoming event:

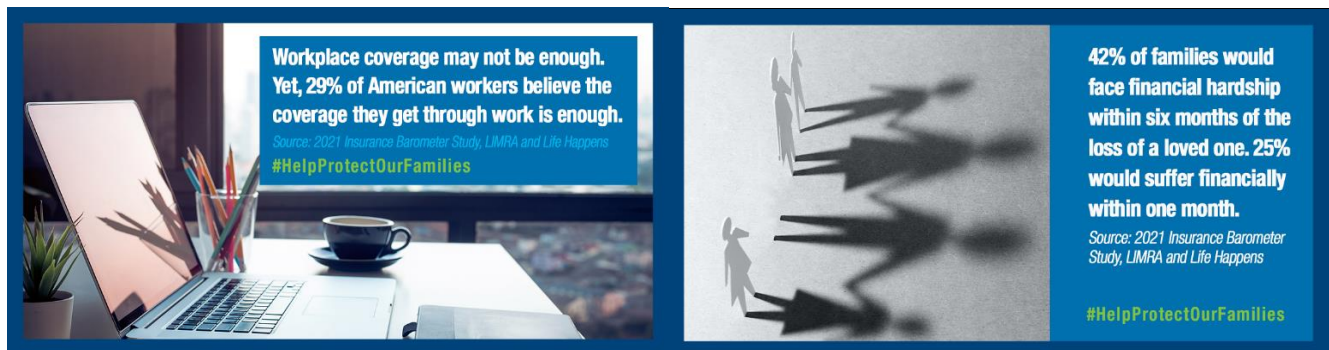
- **LIMRA Webinar: [5 in 15: The Five Things You Need to Know About Workplace Life Insurance in 15 Minutes](#).** In this quick webinar, Pat Leary, corporate vice president, LIMRA Workplace Benefits Research, will share the five things you need to know about the changing landscape of workplace life insurance benefits in 15 minutes. **Date/Time:** Nov. 18, 2021 at 12 p.m. ET

4. Finally, three 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.



[Click](#) for animated social media post



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