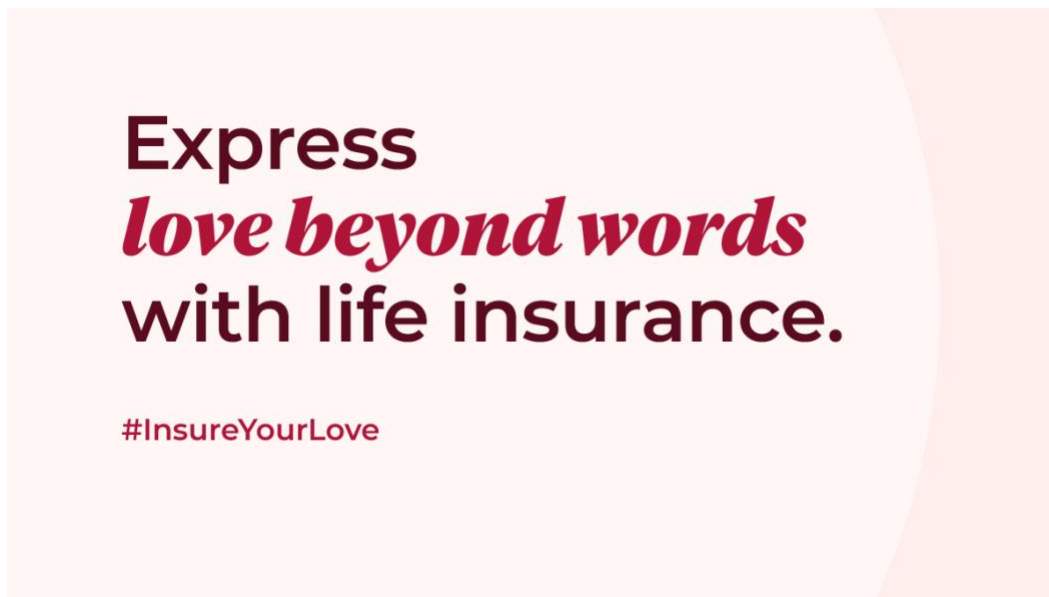


Customizable Insure Your Love Articles and Graphics for Industry Communications

(Please edit and modify these articles to fit your needs and use in internal newsletters, magazines, emails and memos to the field, etc.)

OUTREACH #1



[\[Click to download graphic\]](#)

Love Beyond Words

The Insure Your Love Campaign is here!

Each person has a unique reason for getting life insurance, but those reasons can be distilled into one: They love someone and want to make sure they are protected financially. (Or they love an organization, like a charity or their business!)

That's why Life Happens created and coordinates the Insure Your Love campaign at the beginning of each year. It's an easy, low-key way to start the life insurance conversation with clients and prospects.

This year's theme for the campaign is:

Love Beyond Words

The way you express your love each day, whether through words or actions, strengthens your relationships and makes those close to you feel valued. Love can be expressed in many ways: a knowing glance, a kind deed, shared memories, a thoughtful gift, or words of encouragement.

Getting life insurance is an expression of love that goes beyond words. It shows your loved ones—with certainty—that you care about protecting their future.

It's time to express love beyond words with life insurance.

To help you with your marketing outreach, here are the Life Happens resources you can use. [ADAPT LIST TO REFLECT YOUR COMPANY RESOURCES AND CHOICES]

- Two new Real Life Stories videos, flyers, email templates and social-media graphics
- “Love Beyond Words” digital flyers and email templates
- Dream On video
- A prewritten calendar of social-media posts that you can use as-is or modify
- Animated videos that stand out in your feed
- Fresh graphics that are perfect for social media and general outreach
- The #InsureYourLove hashtag

If you'd like to access all the resources that are compliance approved, go to [ADD LOCATION]. Then, it's time to spread the word about how people can express their love beyond words by getting life insurance.

[NOTE: **Customize the resources to meet your branding, marketing and compliance needs** by reaching out to Life Happens' Customer Success Manager, Erik Svensson, at esvensson@lifehappens.org.]

OUTREACH #2

Use New Real Life Stories to Connect with Consumers

Grab people's attention by sharing Life Happens' Real Life Stories which show everyday people who benefited from insurance at times of great financial and emotional need. None of the people featured in these stories could have anticipated the challenges they'd face. However, smart insurance planning

ensured that emotional struggles weren't compounded by financial hardship. These stories are evergreen and can be shared anytime.

- **Sara Mathews Dixon: A True Financial Lifeline.** Sara says that she never imagined being a widow at 40 and raising three children on her own. When her husband, Jay, died of a heart arrhythmia, it was his life insurance that ensured that she and the boys would be okay financially.
- **The Schroeder Family: In Good Times and Bad.** Asia first experienced the power of life insurance when her first husband Peter, a Marine, died in the line of duty. Later, she experienced living benefits when her and her husband Cory used the cash value to purchase a larger property for their growing gym business.

Our company supports Life Happens and its mission to educate consumers, so you can access the new Real Life Stories and a range of Insure Your Love marketing materials at [\[INSERT LOCATION\]](#).

Interested in sharing a client insurance success story? Consider submitting your story to Life Happens' [Real Life Stories Program](#).

OUTREACH #3

Speak Directly to the Black Community About Life Insurance

February is Black History Month. Did you know that almost **a third of Black Americans say they are currently looking for a financial professional** to help them? That is the finding highlighted in a new special report, [Black Americans: Life Insurance Ownership and Attitudes](#), which came from the results of the [2021 Insurance Barometer Study](#) that Life Happens conducts each year in conjunction with [LIMRA](#).

The **Black community is ready for your advice and expertise to help them get the life insurance coverage they know they need.** Take this opportunity to speak directly to them about the importance of life insurance by using Life Happens' **Diverse Voices content.** [\[INSERT LOCATION\]](#)

Life Happens worked closely with its Diversity Advisory Group to tailor these marketing resources directly to the Black community and the myths and misconceptions that may stand in the way of getting life insurance. Content includes the powerful [Dream On video PSA](#), social-media graphics, flyers, Real Life Stories and more.

Use the Diverse Voices content in your marketing plan alongside all the Insure Your Love themed resources.

Diverse insurance professionals are invited to join **Life Happens' new [Diverse Voices Facebook Group](#)**, where they engage the industry in discussion on how they can better reach diverse populations year-round.