

SEPTEMBER 2023 LIFE INSURANCE AWARENESS MONTH



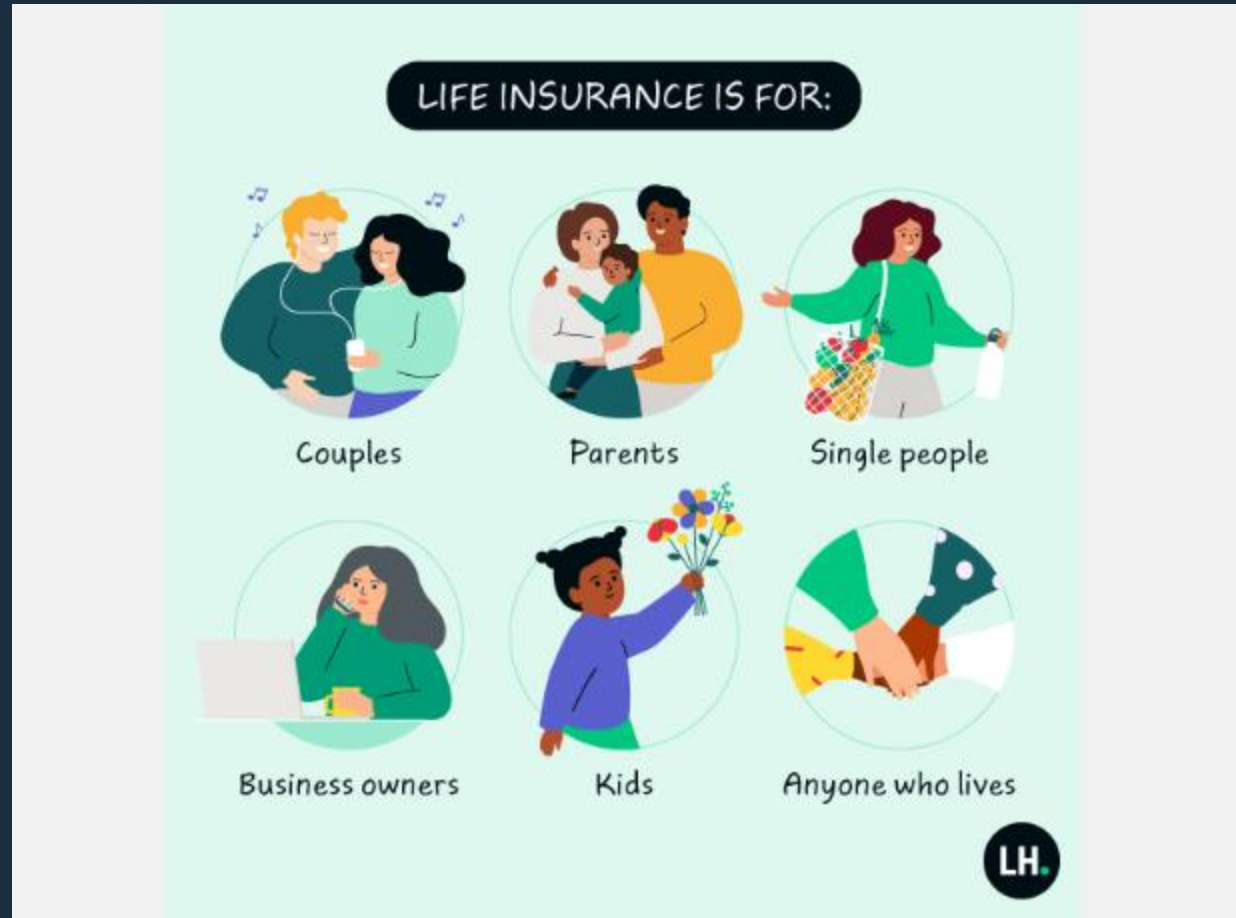
September
2023

Ongoing Tactics for Campaign

- Social media posts weekly
- Employee emails x 2 – intro & blog
- Blog
- Digital screens in lobbies

Intro to #LIAM23

Post 1: Did you know that September is Life Insurance Awareness Month? All month long, we'll be sharing great tips and info about life insurance and how it fits in your life.



Week 1

Theme: Post 2 - 9/5

Post 2: Life insurance is a way to continue taking care of your family, even if you aren't there anymore.

LIFE HINT

Life insurance isn't for you, it's for them.



Week 2

Theme: Think ahead

9/18

Post 3: It's so important to keep an open mind on financial topics like life insurance. If you haven't already, reach out to a trusted insurance professional to discuss this powerful tool that can protect you and your family.

Rethinking Life Insurance

"Life insurance confuses me" →

Talk to an insurance agent

It can cost less than 2 coffees a month

← "It's too pricey"

Week 3

Theme: 5 Benefits of Life Insurance

9/22

Post 4: Did you know that life insurance can cover so much more than burial costs?

Allows your family
time to **grieve**

3



LH.



Week 4

Theme: For anyone who
lives
9/28

Post 5: Life Insurance Awareness Month may be coming to a close this September, but your need for coverage is year-round. The truth is, life insurance is for anyone who lives.

Life insurance
gives your loved
ones financial
empowerment
if you were




Blog Ideas

TOPIC: 5 Benefits of Life Insurance

Life insurance is often overlooked but should be part of your financial plan


Cover these in the 5 points:

- Overestimated Cost
- Coverage
- Your Dependents Won't Have to Worry About Living Expenses
- Life Insurance Can Cover Final Expenses
- Policies Can Supplement Your Retirement Savings



People say \$ is the top reason for not getting life insurance, but more than half **overestimate its cost by 3x or more.**

Source: 2023 Insurance Barometer Study, Life Happens and LIMRA



21%

of life insurance owners say they **don't have enough coverage.**

Source: 2023 Insurance Barometer Study, Life Happens and LIMRA

