

September Toolkit – Life Insurance Awareness Month

Use this content to spread the word all month long.

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Feel free to use this content for your alumni newsletter!

Facebook/Twitter – September 1-30

September is Life Insurance Awareness Month! According to LIMRA, adults aged 30 and younger overestimate Life Insurance cost by 10–12 Times. Now is the perfect time to check your application eligibility and find how much coverage is right for you with our no-obligation Needs Calculator at <https://www.alumniinsuranceprogram.com/alumnilevelterm/calculate>. #LIAM25

Life Insurance Awareness Month is the perfect time to review your coverage! 40% of American adults believe they need more Life Insurance. Life Insurance options are easy to find through <School Name> Alumni Insurance Program [www.alumniinsuranceprogram.com/\[SiteName\]](http://www.alumniinsuranceprogram.com/[SiteName]). Check out our Needs Calculator to find out how much coverage is right for you. #LIAM25

Did you know that simply having coverage through your employer may not be enough? Almost half of households (49%) that only have workplace life insurance coverage say their families would struggle financially in less than six months should a wage earner die unexpectedly. Give your family a safety net with Life Insurance through your <School Name> Alumni Insurance Program [www.alumniinsuranceprogram.com/\[SiteName\]](http://www.alumniinsuranceprogram.com/[SiteName]). #LIAM25

Don't wait to find the life insurance coverage you need. Find out if you qualify for our quicker decision process: One-Step Express or lock in up to \$3 million in coverage for up to 30 years in affordable rates through 2055 by visiting [www.alumniinsuranceprogram.com/\[SiteName\]](http://www.alumniinsuranceprogram.com/[SiteName]). #LIAM2025

eNewsletter – September 1-30

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Find out if you qualify to apply for faster coverage on Life Insurance with One-Step Express! Just answer a few questions and no medical exam required. Visit [www.alumniinsuranceprogram.com/\[SiteName\]](http://www.alumniinsuranceprogram.com/[SiteName]) to get started. #LIAM2025

Images (Click Image to Download)



Top Five Reasons to own Life Insurance:

- ✓ Cover final expenses
- ✓ Leave an inheritance
- ✓ Help replace income of a wage earner
- ✓ Pay off mortgage
- ✓ Supplement retirement income

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Source: 2025 Insurance Barometer Study, LIMRA and Life Happens

#LIAM25



Coverage You Need, Protection You Love.



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When Life Changes, Your Life Insurance Should To



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Life Insurance Awareness Month is Here!

Use our online Needs Calculator to see if you have the right coverage.

[Learn More](#)

