

## September Toolkit – Life Insurance Awareness Month is Here!

### Use this content to spread the word all month long.

Don't forget to follow us on Facebook and Twitter and share what you see

**Please include #TheAIP on all social media posts or tag us!**

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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, 22% of life insurance owners say they do not have enough coverage. Now is the perfect time to review and ensure your loved ones are protected with plans from <School Name> Alumni Insurance Program:  
[www.alumniinsuranceprogram.com/\[SiteName\]](http://www.alumniinsuranceprogram.com/[SiteName]). #LIAM24

Life insurance is more affordable than you might think! According to LIMRA, many overestimate the cost by three times the actual cost. Check out the online needs calculator at [AlumniTerm1020.com](http://AlumniTerm1020.com) this Life Insurance Awareness Month to help you determine the cost of additional coverage. #LIAM24

Help spread the word about the importance of life insurance this Life Insurance Awareness Month. Life insurance can help cover debts, living expenses, and future needs of your family. Discover group term life insurance not available to the general public through our Alumni Insurance Program at [AlumniTerm1020.com](http://AlumniTerm1020.com). #LIAM24

Life Insurance Awareness Month is the perfect time to explore life insurance plans from The Alumni Insurance Program. Find out if you qualify for the optional faster application process: One-Step Express or lock in up to \$3 million in coverage for up to 30 years in affordable rates through 2054 by visiting [AlumniTerm1020.com](http://AlumniTerm1020.com). #LIAM2024

### *eNewsletter – September 1-30*

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Life insurance is more affordable than you might think! According to LIMRA's Life Insurance Barometer study, many Americans are likely to estimate the cost to be as much as three times the actual cost. Check out the online needs calculator at [AlumniTerm1020.com](http://AlumniTerm1020.com) during Life Insurance Awareness Month to help you determine the real cost of coverage. #LIAM24

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