

INSURE YOUR LOVE MONTH

Cheat Sheet

FEBRUARY 2025

Cheat Sheet for Insure Your Love Month

Life Happens created and coordinates the Insure Your Love campaign every February. Join us to remind Americans that the basic motivation behind the purchase of life insurance is love.

Quick Start

- New campaign assets have been customized specifically for NAIFA members.
- [WATCH this short video walkthrough](#) to give you all the campaign highlights in under 5 minutes.
- Access the [Insure Your Love campaign](#) page on the Life Happens Content Library.

This Year's Theme

Life insurance is love insurance.

Getting life insurance to protect your loved ones financially is a way to say, "I love you," and mean it. Put your love into action with life insurance.

Key Messages

How to talk about Insure Your Love 2025

- › Insure Your Love month takes place every February, the month of love.
- › Life Happens created and coordinates the Insure Your Love campaign to remind Americans that the basic motivation behind the purchase of life insurance is that you love someone and want to protect them financially.
- › Insure Your Love is the perfect opportunity to encourage consumers to put their love into action by ensuring their family's financial future with life insurance.
- › Life Happens' mission as a nonprofit organization is to educate more people about the importance of life insurance.
- › This year's Insure Your Love theme is life insurance is love insurance.

Campaign Resources

- **Social media:** Ready to use on Facebook, Instagram, Twitter, LinkedIn and TikTok. Use the prewritten captions as-is, or modify as needed. Use **#InsureYourLove** on your posts to amplify your reach.
 - › Social media calendar
 - › Videos and animations
 - › Graphics
 - › Cover photos
 - › Get your NAIFA chapter branded “Proud Supporter” of Insure Your Love social media graphic [here](#).
- **Flyers and email templates:** Use in email campaigns, printed out or modified for other outreach and collateral.
- **Resources in Spanish** are available.
- **New Real Life Story:** Share the newest story featuring Liz Fiedler who tells how life insurance helped her and her two young daughters when her husband died unexpectedly at 39.
 - › Liz Fiedler story [content](#) and [story page](#)
- **Adulthood Across Generations survey:** Explore the data from our new survey.
 - › Survey [collection](#) and [research](#) landing page
- **Featured collections:** Curated collections to specific target audiences.
 - › Diverse Voices [collection](#) (February is also Black History Month!)
 - › Resources in Spanish [collection](#)
- **Insure Your Love logos:** Freely use the official logos on your website, intranet, emails or other marketing collateral to show support for the campaign.

Additional Resources

- › Life Happens [Content Library](#)
- › Use our online [Life Needs Calculator](#)
- › [Submit a Real Life Story](#) to highlight your top producers
- › [Support](#) our Life Lessons Scholarship Program
- › Read our [latest research](#)