

Life Insurance Awareness Month

Outreach Toolkit 2026

[ACLI](#) and [NAIFA](#) recognize Life Insurance Awareness Month (LIAM) in September, created and coordinated by [Life Happens](#). We're driving attention to the importance of policy initiatives that safeguard and expand access to affordable financial security. Life insurance keeps families going and protects them against the financial risk of loss. Participate in LIAM using the materials in this toolkit.

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State Proclamation Template

Brief Instructions: Please follow the template below to issue a proclamation, declaring September as Life Insurance Awareness Month. This announcement will signal the importance of financial protection for the families you represent.

WHEREAS, LIFE INSURANCE PROVIDES FINANCIAL SECURITY TO FAMILIES WHO SUFFER AN UNEXPECTED LOSS, HELPING SURVIVING FAMILY MEMBERS MEET IMMEDIATE, ONGOING AND FUTURE OBLIGATIONS; AND

WHEREAS, 90 MILLION AMERICAN FAMILIES DEPEND ON LIFE INSURER PRODUCTS TO PROTECT THEMSELVES AND THOSE THEY LOVE ACROSS A LIFETIME; AND

WHEREAS, LIFE INSURERS PAID OUT \$2.14 BILLION IN LIFE INSURANCE BENEFITS TO ALABAMA FAMILIES IN 2024; AND

WHEREAS, ALABAMA RESIDENTS OWN 4.7 MILLION INDIVIDUAL LIFE INSURANCE POLICIES, WITH COVERAGE AVERAGING \$67,000 PER POLICYHOLDER; AND

WHEREAS, LIFE INSURANCE COMPANIES INVEST APPROXIMATELY \$78 BILLION IN THE ALABAMA ECONOMY; AND

WHEREAS, THERE ARE 415 LIFE INSURERS LICENSED TO DO BUSINESS IN ALABAMA, GENERATING APPROXIMATELY 33,300 JOBS; AND

WHEREAS, THE AMERICAN COUNCIL OF LIFE INSURERS AND THE ALABAMA CHAPTER OF THE NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS DESIRE TO RAISE AWARENESS TO THE IMPORTANCE OF ACCESS TO AFFORDABLE FINANCIAL PROTECTION PRODUCTS.

NOW, THEREFORE, I, [name], [title] OF THE STATE OF ALABAMA, DO HEREBY PROCLAIM THE MONTH OF SEPTEMBER 2026 AS

"LIFE INSURANCE AWARENESS MONTH"

THROUGHOUT THE STATE OF ALABAMA.

SIGNED AT THE OFFICE THIS 1ST DAY OF SEPTEMBER 2026.

Record Your Own Video

Brief Instructions: Please see a sample script below to record your own video about LIAM. Make sure to tag ACLI, NAIFA and Life Happens (see links on page 5) and use **#LifeInsuranceProtects2026** & **#LIAM2026** to be featured on our social media accounts.

Life insurers deliver financial guarantees to families throughout Alabama, providing the certainty they need to plan for the future. Life insurance protects families from financial hardship after the loss of a loved one, offering stability and peace of mind when it matters most. Certain policies can also support small businesses, helping them thrive from one generation to the next. I'm proud to spread the word about the protection products our residents depend on. Use **#LifeInsuranceProtects2026** to join the conversation.

Sample Social Copy

Brief Instructions: Please use the copy below to promote LIAM on your social media channels. Additional hashtags include **#ProtectAlabamaFamilies** & **#GetLifeInsurance**.



I'm committed to ensuring every family in Alabama has the financial protection they need. Learn how **#LifeInsurance** supports families, small businesses and more: <https://www.acli.com/about-the-industry/industry-products/life-insurance> **#LIAM2026**



Are you prepared for the uncertainty life brings? I want to ensure every Alabama family has the resources to understand the role **#LifeInsurance** plays in helping them build a secure future without worry. <https://www.aldoi.gov/Consumers/LifeInsurance.aspx> **#LIAM2026**



#DYK Alabama has 4.7 million **#LifeInsurance** policies in force? I'm committed to ensuring that every family can access affordable tools to manage financial risks. Learn more: <https://www.acli.com/about-the-industry/industry-products/life-insurance> **#LIAM2026** **#FinancialSecurity**



#LifeInsurance is for real life. I'm proud to support Life Insurance Awareness Month, created and coordinated by Life Happens. This month and beyond, I'm committed to raising awareness about the important role life insurance plays in helping Alabama families build financial security. A good place to start is here: lifehappens.org **#LIAM2026** **#GetLifeInsurance** **#LifeHappens**



The #LifeInsurance coverage gap is getting smaller, but nearly 99 million Americans still lack adequate protection. For many families, that can mean significant financial hardship after an unexpected loss. See how affordable coverage can help protect loved ones: <https://lifehappens.org/life-insurance-101/> #LIAM2026



Did you know that Alabama has 4.7 million life insurance policies in force? #LifeInsurance plays a vital role in helping our residents create financial safety nets, protect dreams, and build legacies. This #LifeInsuranceAwarenessMonth, share how this protection product has made a difference in your life: <https://speak4.app/lp/d401hsvk/?ts=1719338196> #LIAM2026



#LifeInsurance is a cornerstone of #FinancialSecurity, offering people the protection they need to prepare for life's uncertainties. As we recognize #LifeInsuranceAwarenessMonth, I encourage Alabama small business owners and workers to ensure they have the coverage they need. #LIAM2026



#LifeInsurance keeps small businesses going. As we recognize #LifeInsuranceAwarenessMonth, I encourage Alabama business owners and workers to learn how life insurers deliver financial guarantees across a lifetime: <https://bit.ly/3EgaoR8> #LIAM2026

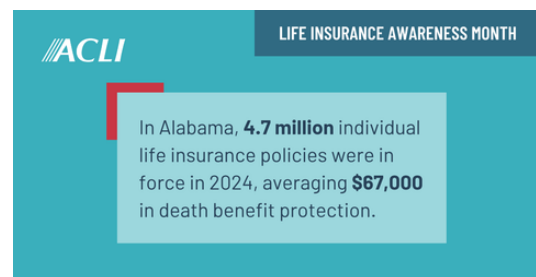
Sample Social Graphics

Brief Instructions: Please use these [social media graphics](#) to promote LIAM on your social media channels. For accessibility purposes, please remember to provide alternative text or image descriptions when you post the graphics.



Use: Pair With X/Facebook Copy

Alt Text: A poster for Life Insurance Awareness Month by ACLI. The image shows a multi-generational family sitting on the couch. The text says [Life insurance provides the certainty families need to plan for the life ahead.]



Use: Pair With X/Facebook Copy

Alt Text: A poster for Life Insurance Awareness Month by ACLI. The text says [In Alabama, 4.7 million individual life insurance policies were in force in 2024, averaging \$67,000 in death benefit protection.]



Use: Pair with Facebook Copy

Alt Text: A poster for Life Insurance Awareness Month by ACLI and NAIFA. The text at the top says [We are proud to support.] The bold capitalized text says [LIFE INSURANCE AWARENESS MONTH.] Written below [created and coordinated by Life Happens.]



Use: Pair With LinkedIn Copy

Alt Text: A poster for Life Insurance Awareness Month by ACLI. The image shows two young carpenters looking at a laptop in their workshop. The text says [Life insurance provides small business owners and workers with financial guarantees when it matters most.]

More Information

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[News Releases](#)

[Life Insurance](#)

[Economic Investments - Alabama](#)

[Protecting Every Future](#)

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