

[Date]

[Recipient Name]

[Address Line 1]

[City, State, Zip Code]

Subject: Protecting your family's future with [Company Name]

Dear [Recipient Name],

We know that your family is your greatest priority. While you cannot predict the future, you can certainly prepare for it. We are pleased to offer you our Family Protection Term Life Insurance plan, designed to provide financial security when it is needed most.

Why choose our Family Protection plan?

- **Affordable Coverage:** High protection amounts with low monthly premiums.
- **Fixed Rates:** Your payments stay the same for the entire duration of the term.
- **Lump Sum Benefit:** A tax-free payment to your beneficiaries to cover mortgages, education, or daily living expenses.
- **Flexible Terms:** Choose a coverage period that fits your specific needs (10, 20, or 30 years).

Your Personalized Offer:

Coverage Amount: \$[Amount]

Estimated Monthly Premium: \$[Amount]

Term Length: [Number] Years

Do not leave your family's financial stability to chance. This offer is available for a limited time based on your current eligibility.

To activate your coverage or speak with an advisor, please call us at [Phone Number] or visit [Website URL].

Sincerely,

[Sender Name]

[Title]

[Company Name]