[Date]

[Customer Name]
[Address]
[City, State, Zip]

Dear [Customer Name],

Congratulations on the new addition to your family! This is an exciting time, and we wish you and your little one the very best.

As your family grows, so do your responsibilities. While you are busy focusing on milestones and memories, it is also the perfect time to ensure your family's financial future is secure. A Term Life Insurance policy provides a safety net that ensures your child is protected and provided for, no matter what happens.

Because you are already a valued [Company Name] customer, we want to help you find the right coverage at an affordable rate. Term Life Insurance offers:

- High coverage amounts for low monthly premiums.
- Financial security for your child's education and living expenses.
- Peace of mind knowing your family is protected during their most vulnerable years.

Applying is quick and simple. We can tailor a plan that fits your new budget and provides the specific level of security you need.

Please call us at [Phone Number] or visit [Website URL] to get a free, no-obligation quote today.

Enjoy every moment with your new baby.

Sincerely,

[Your Name]
[Your Title]
[Company Name]