[Date]

[Parent's Name]
[Address]
[City, State, Zip]

Subject: Protecting Your Family's Financial Future

Dear [Parent's Name],

Congratulations on the new addition to your family! This is an exciting time, and we know that your top priority is ensuring your child has a secure and happy future.

As you adjust to life with a little one, it is the perfect time to consider how your family would be supported financially if you were no longer there. Term Life Insurance is one of the most affordable ways to provide a safety net for your family's needs, such as:

- Replacing lost income
- Paying off a mortgage or debts
- Funding your child's future education
- Covering daily living expenses

A term policy offers high coverage amounts for a specific period-typically 10, 20, or 30 years-giving you peace of mind during your child's most dependent years.

We would love to help you find a plan that fits your new budget and provides the protection your family deserves. Please contact us at [Phone Number] or reply to this letter to receive a free, no-obligation quote.

Best wishes to you and your growing family.

Sincerely,

[Your Name]
[Your Title]
[Company Name]
[Phone Number]
[Website/Email]