[Date]

[Customer Name]
[Address Line 1]
[City, State, Zip Code]

Dear [Customer Name],

Congratulations on the newest addition to your family! We are delighted to hear about your bundle of joy.

As you settle into this exciting new chapter, we know that your priority is ensuring your child has a bright and secure future. While you are already protecting your family with your [Current Policy Type, e.g., Auto/Home] insurance, now is the perfect time to consider the foundation of a solid financial plan: Term Life Insurance.

Our Term Life Insurance policies are designed to provide maximum protection during your child's most dependent years. It offers a simple, affordable way to ensure that, no matter what happens, your family can:

- Maintain their current lifestyle and home.
- Cover future educational expenses and college tuition.
- Manage daily living costs and childcare.
- Keep your family's dreams on track.

Because you are a valued [Company Name] customer, you may be eligible for a simplified application process or a multi-policy discount. We can help you find a plan that fits your new budget while providing the peace of mind you deserve as a parent.

Let's discuss how we can protect your growing family. Please give us a call at [Phone Number] or visit us at [Website URL] to receive a personalized quote.

Enjoy every moment with your little one!

Sincerely,

[Agent Name]
[Agency Name]
[Phone Number]
[Email Address]