[Date]

[Policyholder Name]
[Address]
[City, State, Zip Code]

Subject: Important Update Regarding Your Policy - [Policy Number]

Dear [Policyholder Name],

Congratulations on the newest addition to your family! We are thrilled to hear about your newborn milestone.

A new child is a significant life event that often changes your financial protection needs. To ensure your growing family remains fully protected, we recommend reviewing your current term life insurance coverage. This is an ideal time to:

- Increase your total coverage amount to account for new childcare and education expenses.
- Add your newborn as a beneficiary or update your contingent beneficiaries.
- Inquire about child riders that provide coverage for your children under your existing policy.

Updating your policy is a simple process. Please contact your agent, [Agent Name], at [Phone Number] or reply to this email to schedule a brief coverage review.

We wish you and your family the very best during this special time.

Sincerely,

[Your Name/Company Name]
[Customer Service Department]
[Phone Number]