[Date]

[Policyholder Name]
[Address Line 1]
[Address Line 2]

Subject: Enhancing your protection for your growing family

Dear [Policyholder Name],

Congratulations on the new addition to your family! This is an exciting milestone, and we are honored to be part of your journey.

As your family grows, so do your financial responsibilities. To ensure your loved ones remain fully protected, we are pleased to offer you an exclusive opportunity to upgrade your current Term Life Protection policy, **[Policy Number]**.

With this Parenthood Upgrade, you can:

- Increase your total sum assured to cover new childcare and education costs.
- Add optional riders for critical illness or hospital income for extra security.
- Enjoy a simplified application process with minimal medical underwriting.

Your current coverage is [Current Coverage Amount]. Based on your new life stage, we recommend an increase to [Proposed Coverage Amount] to help secure your child's future.

To review your upgrade options or to speak with a consultant, please contact us at [Phone Number] or reply to this email by [Date].

Thank you for trusting [Company Name] with your family's protection.

Sincerely,

[Sender Name]
[Title]
[Company Name]