[Date]

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

Subject: Protecting Your Growing Family: New Parent Coverage Update

Dear [Policyholder Name],

Congratulations on the newest addition to your family! This is an exciting time, and we want to ensure your loved ones remain protected as your responsibilities grow.

A new child is one of the most important reasons to review your life insurance. To help you secure your family's future, we are pleased to offer you the opportunity to expand your **Term Life Protection** coverage.

Why increase your coverage now?

- Cover future education and childcare costs.
- Ensure mortgage and debt protection for your larger household.
- Take advantage of guaranteed acceptance windows for new parents.

Your current coverage is [Current Benefit Amount]. We recommend reviewing a new target of [Suggested Benefit Amount] to account for your new dependent.

To update your policy or to speak with an advisor about your options, please contact us at [Phone Number] or visit our online portal at [Website URL].

We are honored to support your family during this special milestone.

Sincerely,

[Sender Name]
[Title]
[Company Name]