Tell Them You Care: Promoting Life Insurance Awareness for Employees

Too many benefits go unclaimed because beneficiaries don't know their loved ones have protection. During Life Insurance Awareness Month, use this checklist to help encourage employees to make sure their benefits are up to date and their beneficiaries know about their valuable protection.

- [ ] Remind employees to review and update beneficiary designations annually.
- [ ] Encourage employees to verify contact information for beneficiaries is current.
- [ ] Include beneficiary-awareness messaging during enrollment periods.
- [ ] Educate employees about the value of sharing policy information with loved ones.
- [ ] Provide access to carrier contact information and claim resources.
- [ ] Encourage employees to keep policy-related documents in a secure but accessible location.
- [ ] Provide easy access to portals where employees can review and update policy information.
- [ ] Remind employees that life events such as marriage, divorce, birth, adoption, or death may require beneficiary updates.
- [ ] Share the **"Tell Them You Care" Certificate** and encourage employees to complete it and discuss it with their beneficiaries.

Conversation Starter for HR Teams

" Life insurance helps protect the people you care about. This month, take a few moments to review your beneficiary information and share important policy details with your loved ones."

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