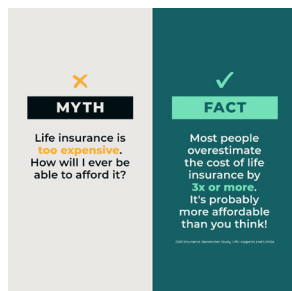


Social-Media Posts from Life Happens for May

Life Happens has created a social-media post for each weekday and holiday in May. These posts and graphics can be used on social-media sites or in other marketing outreach that makes sense.

Mon, May 2 — National Life Insurance Day

Don't let your perception of cost stop you from getting life insurance. The fact is most people overestimate the true cost of life insurance by 3 times or more. #LifeInsuranceDay



Click image to download

Tues, May 3

[National Small Business Week]

Life insurance is key for small business owners. #SmallBusinessWeek

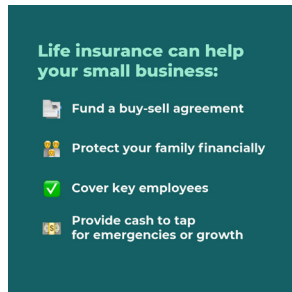


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Wed, May 4

[National Small Business Week]

What happens if you die while running your business? Life insurance can help in more ways than you might imagine. #SmallBusinessWeek



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Thurs, May 5

[National Small Business Week - blog post]

As a small-business owner, you may wonder what would happen to your business should anything happen to you. How would your family cope with the loss of income? #SmallBusinessWeek

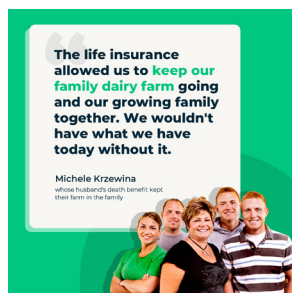
www.lifehappens.org/blog/3-ways-life-insurance-can-protect-your-small-business/

[for Facebook, delete the link once the post preview appears]

Fri, May 6

[National Small Business Week]

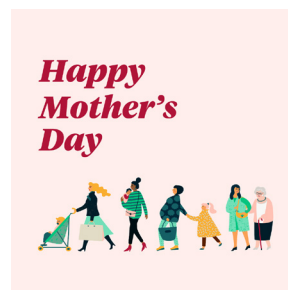
Paul, a third-generation farmer, died a couple of years after his brain tumor diagnosis. Although he can't be there to run his business, his dreams for his family are very much alive today.



Click image to download

Sun, May 8 — Mother's Day

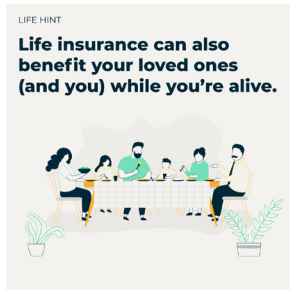
Happy #MothersDay to all the loving, caring and inspiring moms out there!



Click image to download

Mon, May 9

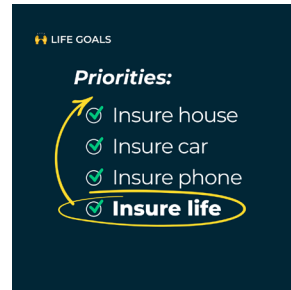
Did you know that living benefits of a life insurance policy let you access the proceeds before you die? This is typically reserved for situations of terminal illness and gives you needed cash to cover expenses, debt and make memories with your family.



Click image to download

Tues, May 10

Have your priorities shifted recently? Major life events such as getting married, having kids, buying a home or changing jobs trigger the need for life insurance. #LetsChat



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Wed, May 11

[NEW blog post]

Did you know that life insurance policy proceeds are among the largest gifts a nonprofit will receive, often 20 to 100 times the size of annual gifts? Here's more on how it works:

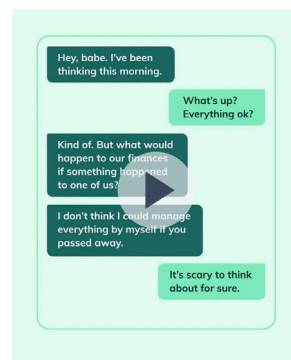
<https://lifehappens.org/blog/give-like-a-millionaire-life-insurance-as-a-tool-for-charitable-giving/>

[for Facebook, delete the link once the post preview appears]

Thurs, May 12

[animated video]

Life insurance can cover ongoing, immediate and future expenses. Picture this: your loved ones sitting at home, worrying about how they are going to pay for their next meal. We can help you get the coverage you need.



Click image to download the animation

Fri, May 13

Take advantage of this fact while you're young and in shape! #LifeHint



Click image to download

Mon, May 16

You can't predict the future, but you can prepare for it today. #MondayMotivation



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Tues, May 17

[Real Life Stories graphic - Schroeder]

Did you know some life insurance policies can include living benefits? Take the Schroeders' story for example. Cory and Asia accessed some of the cash value from their permanent life insurance policies to fund their passions. It covers so much more than burial costs.



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Wed, May 18

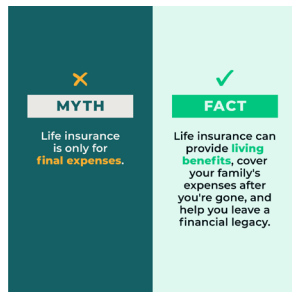
Steven and Ngoc Anh Tang left a legacy of financial security for their children that has allowed them to pursue their own American dreams, and their future looks bright. #AAPIHeritageMonth

<https://lifehappens.org/blog/the-american-dream-secured-with-life-insurance/>

[for Facebook, delete the link once the post preview appears]

Thurs, May 19

Life insurance can help your loved ones cover expenses they currently (or will someday) face if your earnings were no longer in the picture. In addition to maintaining their standard of living now, life insurance also helps ensure their future.



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Fri, May 20

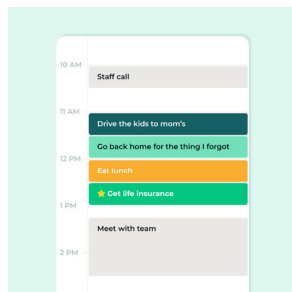
Many people assume that life insurance is only for married couples and families. While it's true that not all single people need life insurance, there are a number of reasons to still consider it if you're flying solo.



Click image to download

Mon, May 23

The truth is, life insurance is quick and easy to get. Pencil "get life insurance" into your calendar this week, and you might be surprised at how simple the process is.



Click image to download

Tues, May 24

And if you have life insurance to protect your family, you're a hero as well! #LifeHint



Click image to download

Wed, May 25

[animated video]

With life insurance, I've got you.



*Click image to download
the animation*

Thurs, May 26

Have you reviewed your life insurance beneficiaries recently? If not, let's chat!



Click image to download

Fri, May 27

[Schroeder Real Life Story - blog post]

Peter was willing to sacrifice so much for our country as a Marine, but also wanted to make sure his wife and son would be taken care of if he didn't return from deployment.

<https://lifehappens.org/videos/in-good-times-and-bad/>

[for Facebook, delete the link once the post preview appears]

Mon, May 30— Memorial Day

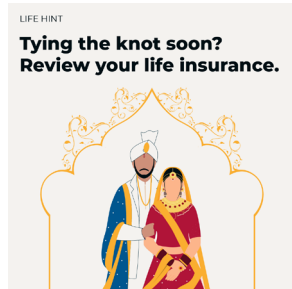
Today, we honor those who gave the ultimate sacrifice. #MemorialDay



Click image to download

Tues, May 31

Having a summer wedding? Make sure to discuss life insurance with your partner and insurance professional!
#LifeHint



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