

# What's your care plan?

## Consumer email campaign

### How it works

1. Download the zip files with each campaign email and select the appropriate file format: HTML for marketing platforms such as MailChimp® or Constant Contact or OFT for Outlook
2. Insert your logo and add the necessary information to the email:
  - Email greeting and signature
  - Add your company disclosures, if applicable
  - Update disclosure block with company name, contact information and your marketing unsubscribe language
  - Add subject line
3. Send the email to your contacts

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### Questions?

Contact the SecureCare Sales Support team:

**Independent Brokerage**

1-888-900-1962

**Broker-Dealer**

1-877-696-6654

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SUBJECT LINE	LINK TO ZIP FILE
Will you need care as you age?	<a href="#">Download email 1</a>
Your first step to a care plan	<a href="#">Download email 2</a>
How could needing care impact your family?	<a href="#">Download email 3</a>
Worried about the cost of care?	<a href="#">Download email 4</a>

Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Life insurance products contain charges, such as Cost of Insurance Charge, Cash Extra Charge, and Additional Agreements Charge (which we refer to as mortality charges), and Premium Charge, Monthly Policy Charge, Policy Issue Charge, Transaction Charge, and Surrender Charge (which we refer to as expense charges). These policies may contain restrictions, such as surrender periods.

Additional agreements may be available. Agreements may be subject to additional costs and restrictions. Agreements may not be available in all states or may exist under a different name in various states and may not be available in combination with other agreements.

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