

5 Tips to Leverage the Life Happens Marketing Resources for May's Disability Insurance Awareness Month

[Life Happens](#), which created and coordinates [Disability Insurance Awareness Month](#) (DIAM) each May, has a wide range of resources to help you take advantage of this national campaign.

All the DIAM resources are available when you log into your Life Happens Pro Plus or Premium account at www.LifeHappensPro.org.

Note: the Lite version does not give you access to the full suite of DIAM resources. If you don't have an account [learn more here](#).

If you're having trouble logging in or would like to know more about upgrading to Plus or Premium, contact support@lifelifehappens.org.

1. Leverage the new DIAM spokesperson Scott Rider and his powerful message.

This year, Scott Rider is the new spokesperson for DIAM. As a former financial advisor, Scott was fortunate to understand how important it was to insure his income with disability insurance. He got his coverage at just 28, and added to it over the years as his income grew.

His healthy life—filled with running and building his own practice—changed when he was diagnosed with Parkinson's at just 47, but thankfully, Scott had the safety net of disability insurance, which enabled him and his family to maintain the lifestyle they've always known.

His message is powerful: "Thanks to my disability insurance, my family won't have financial worries on top of knowing I have Parkinson's Disease." What better way to deliver the disability insurance message than with Scott's impactful words, including his Real Life Story. You can access and share Scott's Real Life Story resources [here](#).

2. Use the new “Reality Check” theme.

Consumers are at risk of throwing away all their financial hard work. Without disability insurance, 50% of Americans said they would use their savings to help them meet their expenses if they were unable to work due to illness or injury. This statistic, from the new Life Happens survey “The New American Milestones”, underscores that consumers need a reality check when it comes to protecting their family’s financial future.

The “Reality Check” theme emphasizes that life can change quickly, and an illness or injury could take away the ability to earn a living. If consumers rely on their paycheck or income, they need disability insurance to protect themselves. And even if they have disability insurance through work, it may not be enough.

Life Happens has created a suite of marketing resources with this messaging that you can use during DIAM—and beyond, given its evergreen message.

[Get the Reality Check Resources](#)

3. Customize the DIAM resources to meet your branding and marketing needs.

Using your Plus or Premium account, you can add your logo or photo along with your contact info on the flyers, brochures and graphics. And with Premium, you can do so with the videos as well. In addition, Premium allows you to take off the Life Happens logo from the resources, making it 100% your own!

Reach out with any questions to support@lifehappens.org.

4. Get your social media done the easy way ... and be sure to use #DIAM20.

Nowadays, social-media outreach is a must. Life Happens gives you a full social-media campaign to use for DIAM—and beyond, including:

- A 4-week calendar of prewritten social-media posts that can be used as-is, or adapted to meet your marketing needs
- Social-media friendly graphics featuring the “Reality Check” theme
- #DIAM20 hashtag

If you have any questions about social media and the resources, please contact Devin Pascoe at dpascoe@lifehappens.org.

5. Join our DIAM webinar.

[Watch our DIAM webinar](#) to learn how to utilize all the amazing, new resources we've created for this life-changing campaign.

In this quick 15-minute session, we'll be touching on a number of aspects of the DIAM campaign including:

- Spokesperson Scott Rider
- An overview of the evergreen campaign theme, “Reality Check”
- How to use our collection of new DIAM resources in your marketing channels
- Social media tips on how to make this year's campaign a huge success
- Plus so much more!

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