Subject: May is Disability Insurance Awareness Month

Dear [employee or alternative greeting],

What is your most valuable financial resource? What is it worth? Is it protected? If your paycheck stopped, what sources would you tap into to pay your bills? What are the odds that an illness or injury will prevent you from working for three months or even longer during your career?

There is no better time than now to make sure you and others you care about or people that depend on you have answers to these important questions. Because once someone experiences a disability, unless a solid income protection plan was put in place in advance, their options for maintaining a reasonable lifestyle are very limited.

May is Disability Insurance Awareness Month (DIAM). Since [Company Name] is a disability insurance industry leader, we ask every employee to recognize DIAM by helping to raise awareness, including your own, about the need for and importance of Disability Insurance.

[Company Name] is a proud member and supporter of the Council for Disability Awareness (CDA), a non-profit, educational organization that is dedicated to raising awareness about the risk and consequence of disability. CDA encourages wage earners to take steps to prevent and plan for disabilities, and to protect their incomes. CDA’s educational efforts are focused on consumers, but also on agents and brokers, employers, the media, family members and any other interested parties. Please review these educational tools offered by the non-profit Council for Disability Awareness:

• **Defend Your Income**: check out the new, cool educational website that CDA has developed in conjunction with [Company Name] and other CDA member companies. Learn about “income attackers”, earn your own personalized “income defense black belt” certificate, and outscore your friends and co-workers in the exciting “Defend the Dojo” video game. Visit [www.defendyourincome.org](http://www.defendyourincome.org).

• What is your own risk of disability? What are the risk factors? And what is your most valuable asset – your income – actually worth? Check out the [Personal Disability Quotient (PDQ) calculator](http://www.disabilitycanhappen.org).

• Download and print a [printable version](http://www.disabilitycanhappen.org) of the PDQ calculator, for use in educating consumers in one on one or group meetings. A [Spanish version](http://www.disabilitycanhappen.org) is also available.

• Test your disability knowledge; take the “[Disability Awareness Quiz](http://www.disabilitycanhappen.org)”.

CDA’s website, [www.disabilitycanhappen.org](http://www.disabilitycanhappen.org), offers an array of disability statistics, research, claim studies, calculators and tools and resources, all available for your review and use.

Each of us can play a part in raising disability awareness, and in making Disability Insurance Awareness Month a success. We hope our collective efforts will make a difference by helping American wage earners protect their incomes during Disability Insurance Awareness Month and beyond.

Sincerely,

[Company Name / Signature]