

VFIS Mini Campaign | Summer 2021

A series of three emails + landing pages to encourage current agents to sell more VFIS A&S and specialty products.

EMAIL 1



Are your clients missing protections for the moments that *really* matter?

When it comes to coverage and revenue potential—less is *not* more.

Firefighters and other responders don't just take risks while they serve and protect their communities—sadly, some of them quite literally risk it *all*. That's why we see providing insurance for your hometown heroes as a noble cause—and a responsibility we don't take lightly.

Coverages beyond material possessions

Did you know that VFIS provides more than P&C products? We have crucial benefits to help responders and their families during all of the moments that matter like Accident & Sickness, 24 hour on-and-off duty Group Term Life, Critical Illness, Accidental Death and Dismemberment, state-specific Cancer Coverage and Length of Service Award Programs.

What you'll love about these added benefits

Many of these benefits support responders on their very worst days—and that's not a time you want to be rethinking your policy choices. By adding these to your policies, you and your clients can have peace of mind in knowing you've really thought about some of the scariest risks they face.

(Plus, it doesn't hurt that you'll get a boost in revenue by rounding out your accounts... and when you place all of these products with us, you won't have the headache of working between multiple carriers when a claim occurs.)

When an incident occurs, you realize what really matters. But don't take our word for it—get insight from clients who've been there.

[HEAR BILL'S STORY](#)

800.233.1957
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There in the moments that matter.

Insurance policies are designed to support people on some of their worst days—and for emergency responders, like Chief Adams, these days can be truly devastating. How you show up to these incidents matters—and you can help your clients today by looking for benefits that address their most serious risks.

We see it as our duty to help support responders, their departments and their families through the good and bad times—and we're proud of how our meaningful benefits have made a difference time and time again. If you have questions about what coverages your clients may be missing, we'd be happy to help you better protect your hometown heroes.

Support for those who defy all odds



Meet Chief Adams, VFIS client since 2014

Metal Township Fire & Ambulance Company, PA

We're here to help.

Full Name

Title

Full Agency Name

Email Full Name | 800.123.1234



800.233.1957 | vfis.com | glatfelterspecialtybenefits.com
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There will be moments you can't fix.

But you can help make them better by giving your clients and their families peace-of-mind.

Being an insurance agent or broker means you're there for your clients on some of their worst days. And for emergency responders—the worst days could result in physical or emotional trauma. Unfortunately, it's sometimes not until after an incident occurs that emergency service organizations and their agents realize that even generous Workers' Compensation plans have gaps.

VFIS Accident & Sickness (A&S) products are uniquely designed for firefighters and other emergency responders for moments like these. A&S works to fill those gaps by providing benefits to responders and their families in the event of a service-related injury, illness or death.

If you're not sold on adding A&S coverage to your policies—or your clients are on the fence about it—listen to the inspiring story of a real-life hometown hero who realized the importance of A&S coverage during some of his worst days.

MEET CHIEF BAILEY

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Making a difference in the lives of those who make a difference every day.

The emergency responders in your community face serious risks on their mission to serve and protect—and these special people deserve the best protections you provide your hometown heroes with the coverage they need—and the support you deserve.

When insurance becomes more than a
piece of paper



We're here to help.

Full Name

Title

Full Agency Name

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Custom-designed products for hometown heroes

Coverages as special as the agents who offer them—and the clients who need them.

Did you know that one of our sister programs, [Glatfelter Specialty Benefits](#), provides a variety of custom coverages for organizations and activities that could enhance your current VFIS policy? Emergency responders are special people—let's work together to help them assess their risks and provide solutions!

Some examples of our custom products include 24 hour on-and-off duty Group Term Life, state-specific Cancer Coverage, Critical Illness, Accident Death and Dismemberment, coverage for special and sporting events, and Length of Service Awards Programs that provide retirement benefits to firefighters based on years of service.

We're proud to serve as a one-stop solution for all of your emergency service needs—because we care about first responders and the agents who help protect them.

When we say these people are special—we really mean it. They inspire us to do what we do every single day. If you're looking for a little motivation—look to your clients. It works for us, every time.

WATCH VIDEO + LEARN MORE

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More support for responders and the agents who serve them

Firefighters and other responders don't just take risks while they serve and protect their communities—sadly, some of them quite literally risk it *all*. That's why we see providing insurance for your hometown heroes as a noble cause—and a responsibility we don't take lightly. From Property & Casualty to Accident & Sickness and Specialty Benefits—we're proud to serve as a one-stop solution for all of your emergency service needs and help you protect these special people.

Why aren't you adding VFIS enhancements and benefits to your P&C policies? Don't miss out on:

- Simple applications
- Low cost per-person rates
- No or limited underwriting processes
- The same quality claims experience you've come to love
- The opportunity to round-out your current accounts

*Some exclusions apply

What's your "why"?



Listen to emergency responders share why they serve

This video may shed some light on why responders do what they do—but it also reaffirms why we do what we do. If you'd like to work together to support these selfless people, reach out to have a conversation about what coverages your current clients may be missing or how we can work together to grow your emergency services book.

We're here to help.

Full Name

Title

Full Agency Name

Email Full Name | 800.123.1234

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