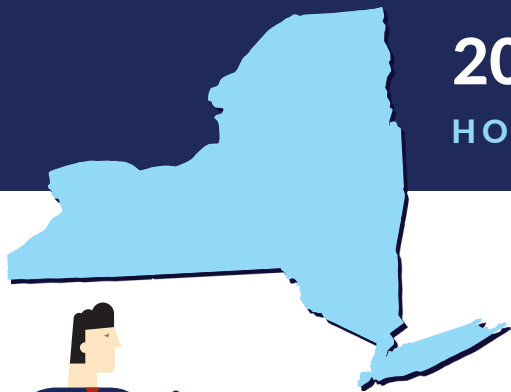


2018-2020 economic impact study:

HOW TO SPREAD THE MESSAGE



P&C companies, agencies and brokerages have a **significant positive impact** on the NY job market and economy. Don't let this information go unnoticed! Need help sharing? We can help you! Just follow the guidelines below.

To download a digital copy of the infographic, and to view the study in its entirety, please visit:

biginy.org/insuranceimpact

Don't forget to share this link with your politicians, clients, and local media!

YOUR POLITICIANS

YOUR CLIENTS

YOUR LOCAL MEDIA

IDEAS TO REACH THEM:

Email

Send them a short, personalized email introducing yourself and your business. Attach the infographic, mention the economic impact for their specific legislative district or county (*you can find this in the study*) and invite them to read the study in full here: biginy.org/insuranceimpact

Be sure to keep the message light and appreciative.

Social Media

Share a link to the infographic on your social channels with a few short words to encourage them to read it. You can increase exposure by tagging them in your posts (*i.e.* @BiglNY).

Examples:

I'm proud that my industry's impact on the NYS economy is so positive. Check this out: biginy.org/insuranceimpact #Insurance

Proud to serve our clients AND proud to support the NYS economy in a big way. biginy.org/insuranceimpact #Insurance

In Person

Don't be afraid to mention the findings in person. If you are attending a town hall meeting, have a legislative meeting in Albany, or are planning to attend a political campaign event, be sure to keep a few hard copies of the infographic on you to hand out.

IDEAS TO REACH THEM:

Email

Let your clients know you are proud to be a part of an industry that impacts the NYS economy in such a positive way. Do you send regular emails to your clients? Try sending one focused on this study. Or, you can create an email signature that includes a link to the infographic and a call to action to read the study in full.

Example:

John Doe
President, John Doe Insurance Inc.
555-555-5555

Our agency is proud to serve our clients, and proud to support our economy.
Learn more: biginy.org/insuranceimpact

Social Media

Share a link to the infographic on your social channels with a few short words encouraging your clients to read it.

Examples:

Proud that our industry's impact on the NY economy is huge. Supporting 152,000 high-quality jobs in NYS. Wow! #Insurance biginy.org/insuranceimpact

We don't just offer you the protection you need. We're also proud to support the NYS economy! #Insurance biginy.org/insuranceimpact

In Person

Have some hard copies of the study on hand at your office to share with clients, or keep a copy at your office's front desk to promote the positive impact the industry has on NYS.

IDEAS TO REACH THEM:

Email

Send them a short, personalized email introducing yourself and your business. Include one or two facts from the study, attach the infographic, and invite them to read the study in full here: biginy.org/insuranceimpact

Remember to keep the message light and appreciative.

Social Media

Share a link to the infographic on your social channels with a few short words to encourage local media to read it. You can increase exposure by tagging the media outlets in your posts (*i.e.* @BiglNY).

Examples:

Proud that my industry's impact on the NYS economy is huge. Check out the numbers: biginy.org/insuranceimpact

@change.media.name.here I would love to chat about this: biginy.org/insuranceimpact

In Person

Don't be afraid to mention the findings in person. Follow up with a link to the study if you don't have a hard copy on hand.