

new york's insurance industry:

BOOSTING ECONOMIC RETURNS FOR THE STATE

"I consider the property/casualty insurance industry a **vital component** of New York State's overall economy.... Moving forward, it is vital that the insurance industry continues to grow – providing **good paying jobs, bolstering our state's financial future, and delivering an important service to New York families and businesses** who need financial protection in their day-to-day lives."

Former Senate Insurance Committee Chair
James L. Seward (51st District)

The numbers prove it.

jobs

The P&C industry as a whole provides NYS with over **152,000 jobs.**



More than
400,000
job openings are
predicted countrywide
by the year 2020.

It also generates spillover new
business venture formation and
**an additional
150,000 jobs!**

Access to these jobs increases quality of life, helping the state to retain
and attract well-educated individuals, thereby helping to create a

"BRAIN GAIN"

nys economy

\$40 BILLION:

the amount the industry as a whole
contributes to the NYS economy.

P&C purchases of municipal bonds
**saved NYS taxpayers
\$1.5 Billion!**

Each job creates nearly **\$41,000 in state and local taxes** each year.

Average pay
supported by the
industry is roughly

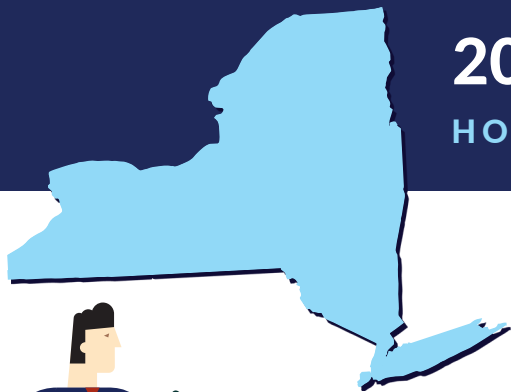
\$85,000!

That's **44% higher**
than the average for
all NYS jobs!



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.