



TAKE YOUR CHILD TO WORK DAY: Insurance Industry Guide

APRIL 24, 2025

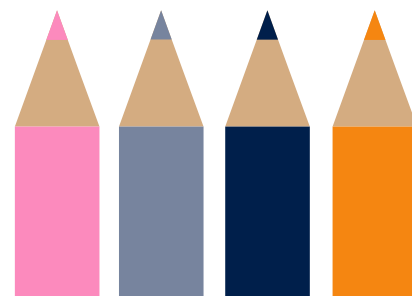


**Women in Insurance
Initiative**

Take Your Child to Work Day is a great opportunity for insurance companies to:

- 01** **Inspire the Next Generation:** Take Your Child to Work Day sparks curiosity and ambition. Children have the chance to explore careers in insurance, gain insight on the importance of hard work, and pursue their dreams.
- 02** **Showcase Career Paths in the Insurance Industry:** Through highlighting the diverse career opportunities in the industry, children can explore their endless potential within the field.
- 03** **Engage Employees:** Welcoming their children to the workplace will foster a sense of pride among employees and allow them to ignite a similar passion and understanding for their work.

In this toolkit, you'll find ideas for activities, a sample schedule, and resources tailored for insurance companies to use for planning a successful Take Your Child to Work Day.



EVENTS & ACTIVITIES



EDUCATIONAL ACTIVITIES

- **Insurance 101:** Create an interactive session explaining how insurance helps people in everyday life using relatable examples (e.g., insuring a bike or a pet).
- **Claims Role-Play:** Let kids act as claim adjusters investigating a simple "claims" scenario.
- **Underwriting Challenge:** Play fun risk assessment games, such as deciding what makes a "safe" versus a "risky" scenario.
- **Actuarial Math Games:** Turn statistics into a puzzle challenge (e.g., probability games).
- **AI & Innovation in Insurance:** Showcase technology trends in the industry with an engaging demo.
- **Fun Workshops:** Organize workshops tailored to different age groups.

ENGAGEMENT & HANDS-ON EXPERIENCES

- **"My Parent's Job" Panel:** Employees explain what they do in simple terms.
- **Job Shadowing:** Older kids can follow parents or team members to see different roles.
- **Workplace Tour:** Give children a tour of the office, introducing them to different departments and the roles of various employees.
- **Office Scavenger Hunt:** Create an insurance-themed hunt where kids collect "risk" clues and learn how insurance solves problems. *Ideas for this activity is found within this guide.*
- **Meet a CEO or Leader:** Q&A session with leadership and kids. Kids have the chance to ask questions about leadership's career stories.
- **Simple Admin Tasks:** Ask children to do some simple admin tasks, like refilling the staplers or organizing swag.
- **Creative Activity:** Kids design their own insurance company name, logo and, ad.
- **"If I were CEO":** Brainstorm rules or ideas for how they would run the company, fostering creativity and critical thinking.

FUN & INTERACTIVE COMPONENTS

- **Photo Booth & Social Media Sharing:** Set up a fun insurance-themed photo area and encourage posting with #TakeYourChildToWorkDay #FutureInsuranceLeaders.
- **Career Passport:** A "passport" where kids get stamps after participating in activities.
- **Goodie Bags:** Provide mini insurance-themed gifts (custom notebooks, stickers, etc.).

SCAVENGER HUNT ACTIVITY



ACTIVITY STRUCTURE

- **Teams:** Kids can work individually or in small teams (2-4 participants). Optionally, pair them with an employee mentor for guidance.
- **Number of Items:** 8-12 items/tasks to keep it engaging but not too long.
- **Rules:**
 - Participants must find items and complete tasks in the office based on provided clues.
 - Each task has a point value (e.g., easy tasks = 5 points, harder ones = 10 points).
 - First team to complete all tasks or the team with the highest points at the end wins a prize.
 - Optional: Require kids to take a fun selfie with their found item or get a signature from an employee who helps them.
 - No running or disturbing work areas!

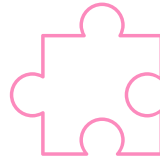
PRIZES & RECOGNITION

- Small prizes for all participants (stickers, certificates, company swag).
- A grand prize for the winning team (gift cards, company merch, lunch with an executive).
- Shoutouts and photos posted internally or on LinkedIn with #TakeYourChildToWorkDay.



Remember Remote Employees! Consider how activities can be adapted for remote employees and their children. Host sessions and workshops with an online meeting option, tailor activities to be done virtually, and mail goodie bags to those participating in the event remotely. Use this opportunity to highlight diverse work environments!

SCAVENGER HUNT ITEMS & CLUES



- ☐ **The "Policy Paper":** Find an example of an insurance policy document. (Hint: "This document explains what is covered and what's not. Ask someone in underwriting!")
- ☐ **Claim Approved!:** Find someone in the Claims Department and ask them what they do. (Hint: "When things go wrong, we help make it right!")
- ☐ **Risk Detective:** – Take a picture of a fire extinguisher or emergency exit sign. (Hint: "We look for risks and ways to protect you from them.")
- ☐ **The Boss's Desk:** Find the name of the CEO or a senior leader. (Hint: "This person helps make big decisions for the company!")
- ☐ **Teamwork Makes the Dream Work:** Find three employees from different departments and ask what they do. Write down their names and job titles.
- ☐ **Insur-What?:** Find a brochure, flyer, or company swag with the company's name or logo.
- ☐ **Office MVP:** Find the office coffee machine or water cooler (Hint: "Where employees refuel to keep the business running.")
- ☐ **Premium Prize:** – Find a business card from someone in Sales. (Hint: "These employees help customers get the right coverage.")
- ☐ **Secret Code:** Find out the year the company was founded and write it down. (Hint: "Check the company website or an office plaque!")
- ☐ **The Claims Call Challenge:** Visit the customer service desk and listen in, or role-play a customer call scenario.
- ☐ **Protecting What Matters:** Find an employee who has worked at the company for more than 10 years and ask why they love working here.
- ☐ **Office Mascot:** Find a stuffed animal, toy, or company-branded item, and take a selfie with it.



Bonus Challenges! (For Extra Points)

- ☐ Collect business cards from one person in each department.
- ☐ Draw an insurance superhero and write a short description of them.
- ☐ Find out one fun fact about the company's history.

SAMPLE SCHEDULE

Time	Activity
9:00 – 9:30 AM	Welcome Breakfast & Icebreaker Games
9:30 – 10:00 AM	"What is Insurance?" Fun Explainer
10:00 – 11:00 AM	Hands-on Activity (Claims Role-Play or Scavenger Hunt)
11:00 – 11:30 AM	Parent Panel: What We Do in Insurance
11:30 – 12:00 PM	Lunch & Meet a Leader Q&A
12:00 – 12:30 PM	Office Tour & Job Shadowing
12:30 – 1:00 PM	Actuarial or Risk Assessment Challenge
1:00 – 1:30 PM	Creative Activity (Design Your Own Insurance Ad)
1:30 – 2:00 PM	Closing Remarks, Certificates, and Goodie Bags

PLANNING & COORDINATION RESOURCES

Official Take a Child to Work Day website:

<https://tacw.ja.org/>

Insurance-Themed Kids Resources

Junior Achievement Risk & Insurance Online Game:

<https://jausa.ja.org/programs/supplements/junior-achievement-save-usa>

Consumer Financial Protection Bureau - Insurance Matching Game:

https://www.fhi360.org/wp-content/uploads/drupal/documents/cfpb_building_block_activities_playing-insurance-matching-game_guide.pdf

Teaching Topics by Age - Kids' Money:

<https://www.kidsmoney.org/teachers/insurance/>

Social Media Kit for Promotion

- **Hashtags Examples:** #TakeYourChildToWorkDay #FutureInsuranceLeaders #WII #WomeninInsuranceInitiative #STEMcareers #insurancecareers
- **Post Pictures:** Encourage employees to post pictures and tag your company. (Remember: Do not include children's faces unless you have explicit permission from their parent!)
- **Company Spotlight Ideas:** Feature an employee whose child was inspired to pursue insurance.



EMAIL TEMPLATE - EVENT INFORMATION

Subject: *Get Involved: Take Your Child to Work Day – April 24!*

Dear [Employee's Name],

We are excited to celebrate Take Your Child to Work Day on Thursday, April 24! This special day offers children a unique opportunity to learn about the insurance industry, experience a day in the workplace, and see firsthand the important work we do at [Company Name].

How You Can Get Involved

We encourage all employees—whether you are bringing a child or not—to participate in making this day memorable. We are seeking volunteers from across the company to help with activities, share insights about their roles, and engage with our young visitors. Your involvement will make a big difference in inspiring the next generation of insurance professionals!

Event Objectives

- Provide children with an engaging, hands-on experience in the workplace.
- Showcase career opportunities within the insurance industry.
- Strengthen family connections and reinforce the importance of your role at [Company Name].

Agenda

9:00 AM – 9:30 AM | Welcome Breakfast & Introductions

9:30 AM – 10:30 AM | Fun & Interactive Insurance 101 Session

10:30 AM – 12:00 PM | Job Shadowing with Parents & Team Members

12:00 PM – 1:00 PM | Lunch & Career Panel with Leaders

1:00 PM – 2:00 PM | Team Activity & Office Scavenger Hunt

2:00 PM – 3:00 PM | Closing Remarks & Certificates of Participation

Ways to Volunteer

- **Be a Speaker:** Share insights about your role and career journey.
- **Host a Job Shadowing Session:** Allow a child (or group) to observe your work for an hour.
- **Assist with Activities:** Help facilitate the scavenger hunt, lunch discussions, or interactive learning sessions.

If you'd like to participate—whether by bringing your child or volunteering—please RSVP by [RSVP Deadline] using [Registration Link or HR Contact Info].

For any questions, feel free to reach out to [HR Contact Name] at [HR Email Address]. Thank you in advance for helping to make this a meaningful and inspiring day for all!

Best regards,
[Your Name]

GET ORGANIZED! EVENT PLANNING CHECKLIST



ROOMS AND SPACE AVAILABILITY

- ☐ Do we have available conference rooms for activities and presentations?
- ☐ Which areas are off-limits for children?

FOOD

- ☐ What is the process for ordering meals and snacks?
- ☐ Are dietary restrictions and/or food allergies accounted for?

SAFETY AND SECURITY

- ☐ What safety measures need to be in place?
- ☐ Do we need additional security personnel for the event?
- ☐ If children with special needs are attending, how will their needs be accommodated?
- ☐ What are the emergency procedures for the event? (first aid kit, trained personnel)

STAFF INVOLVEMENT AND COMMUNICATION

- ☐ Which staff members and volunteers will be involved in the event?
- ☐ How will we communicate event and registration details to employees?
- ☐ Who is in charge of promotional materials?

INSURANCE, LIABILITY AND LEGAL

- ☐ Do we need additional insurance coverage for the event?
- ☐ Are there any legal considerations or permissions required?
- ☐ Do we need to obtain consent forms from parents?