Women in Insurance Initiative

Insuring the Future:

ATTRACTING THE NEXT GENERATION TO INSURANCE

OUTREACH HANDBOOK

STEM connector

Preface

The insurance industry has made meaningful progress in recent years toward advancing workforce diversity and representation, particularly in the realm of gender equity. While these strides are worth celebrating, they are only the beginning.

With a significant portion of the current workforce nearing retirement, the industry stands at a pivotal moment. To remain competitive and sustainable, insurance organizations must focus on attracting, engaging and retaining the next generation of talent.

To meet this challenge head-on, the Women in Insurance Initiative created ***"Insuring the Future: Attracting the Next Generation to Insurance"*** — an initiative designed to support the development of a strong, inclusive, and future-ready talent pipeline.

Insuring the Future equips insurance professionals with the tools they need to connect with students and young professionals — whether by visiting local schools, speaking at their alma maters, or collaborating with HR teams and industry peers on outreach efforts. The complete three-part resource toolkit includes:

Outreach Handbook:

A guide for engaging with students, including a sample presentation agenda, conversation starters, icebreaker questions, suggested talking points, and outreach materials.

Student Resource Booklet:

A student-facing guide that outlines potential insurance career paths, scholarship information, internship and training programs, and collegiate insurance competitions.

The future of insurance depends on the talent we cultivate today. ***Insuring the Future*** is more than a toolkit — it's a call to action. By sharing your experience, building awareness, and becoming a spokesperson for insurance, you can help shape a more dynamic, diverse, and resilient industry for years to come.

About Women in Insurance Initiative

An initiative of STEMconnector, the Women in Insurance Initiative (WII) is dedicated to taking substantive and measurable action for diversity, equity, inclusion, and belonging (DEIB) in the insurance industry. WII is committed to increasing DEIB in the insurance industry and promoting insurance as a desirable, stimulating and opportunity-rich industry for women in STEM.

To learn more, visit our website, follow us on LinkedIn, or email wii@stemconnector.com

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01. INTRODUCTION AND ICEBREAKER

Introduction

To kick off your ***Insuring the Future*** session, start with who you are and why you're there. Some talking points include:

- **Your name**
- **Your job title**
- **What organization you work for**
- **What your day-to-day consists of**

For example:

> *"Hi everyone, my name is Jane, and I'm here to talk to you about the insurance industry and career paths in insurance. I'm currently an underwriter for ABC Insurance. What that means is I help evaluate risk by analyzing a variety of data points."*

Icebreaker

After you introduce yourself, ask an icebreaker question to get your audience engaged and participating. A good practice is to intersperse simple, easy-hitting questions throughout your presentation to encourage engagement. Some insurance-related icebreaker questions and activities include:

- **What's the first word you think of when you hear the word 'insurance'?**
- **Raise your hand if you've heard of insurance before today.**
- **Can anyone provide an example of a type of insurance?**

Outreach Presentation Sample Agenda

02. WHAT IS INSURANCE?

After your short introduction and icebreakers, transition into discussing what insurance is and providing accessible examples to help attendees connect the information to their own lives and experiences. Questions to hit on include:

- **What is insurance?**
- **What kind of insurance products are available?**
- **How do people get insurance?**
- **What roles are available in insurance?**
- **How does insurance impact people, businesses, and the economy?**
- **What benefits does someone reap by working in insurance?**

In general, it's better to keep the conversation high-level and avoid relying on industry terminology and jargon. How detailed you make the presentation depends on each speaker's discretion, but it's important to modify your presentation based on your audience and available time.

What is insurance?

How you decide to define insurance is your choice, but a definition ***Insuring the Future*** participants can build on, modify, or use is:

> *"Insurance is a way to protect yourself financially when unexpected things happen—like getting sick, having an accident, or losing valuable items. You pay a regular fee (called a premium), and in return, the insurance company helps cover the costs if something goes wrong."*

Defining insurance also gives you an opportunity to give an example — something that the audience can understand or relate back to.

For example:

> *"Everyone you know likely has some form of insurance. A common form of insurance is medical or health. If I get sick and need to see a doctor to get medicine, my health insurance will cover all or a portion of my doctor's visit and the medication."*

What kind of insurance products are there?

To explain insurance products, break the discussion into two categories: personal lines and commercial lines.

A definition of personal lines that ***Insuring the Future*** participants can leverage is:

> *"Personal lines refer to insurance coverage that protects individuals and families from financial loss. This coverage can span from health, life, and property and casualty."*

Common examples of personal lines insurance coverage that participants can mention are:

Auto/car insurance:

Protects against financial loss in the event of an accident or theft involving a vehicle. Many states require that you have car insurance to operate a vehicle.

Business interruption insurance

Helps businesses recover lost income and cover ongoing expenses in the event of a temporary shutdown or interruption caused by covered perils. For example, during COVID-19, there was a great deal of debate over whether this insurance policy applied to a shutdown due to the pandemic.

Commercial Property insurance

Provides coverage for buildings, equipment, inventory, and other property owned or used by a business against a variety of risks.

Cyber Liability insurance

In the event of a data breach, cyberattack, or other cyber risk, it will cover the related expenses, which could include legal fees.

Flood insurance

A specialized insurance policy that provides coverage for property damage and losses caused by flooding, which is usually excluded from standard homeowners' insurance policies.

When defining commercial lines insurance, you can say,

> *"Commercial lines refer to insurance coverage that protects businesses, organizations, and professionals. It's usually for risks and liabilities related to their operations, assets, and activities."*

Potential commercial lines coverage you can mention include:

Health insurance

Provides coverage for medical expenses, including doctor visits, prescription medications, and hospitalizations.

Homeowners' insurance

Provides coverage for damage to a home and its contents. If you're taking out a loan to purchase a house, most lenders will require you to have homeowners' insurance.

Life insurance

Provides financial protection to beneficiaries in the event of the insured person's death.

Workers' Compensation insurance

If an employee gets injured on the job, this covers the medical expenses, lost wages, and rehabilitation costs for that employee.

How do people get insurance?

Your audience may not be familiar with all the different ways consumers and businesses can acquire insurance. Instead of listing them all, consider picking two or three distribution channels to quickly review and explain. Some of the channels you could cover include:

Aggregator websites
These are online platforms that enable users to compare insurance policy quotes from multiple providers without having to visit each individual carrier's website. Some examples include Insurify and PolicyGenius.

Direct sales
Insurance companies sell insurance directly to consumers without an intermediary. An example includes consumers going directly to an insurance carrier's website to purchase insurance. Think LiMu (Liberty Mutual) Emu, the Geico Gecko, the Aflac Duck, Progressive's Flo, and Jake from State Farm.

Embedded insurance
Insurance offerings that are integrated with non-insurance-related products and services. For example, when purchasing a flight, many airlines provide an option to add travel insurance.

Insurance agents
Someone who represents one or more insurance companies and assists consumers with purchasing insurance policies that meet their needs. They can provide ongoing support and advice on coverage options and claims.

Insurance brokers
Someone who acts as an intermediary between individuals or businesses seeking insurance coverage and insurance companies. They help find suitable policies, negotiate terms, and earn a fee.

What careers and roles are available in insurance?

As you jump into some of the career paths in insurance, it's a good opportunity to highlight that one of the benefits of working in insurance is that there are many roles and job opportunities. New ones are also being created all the time, especially with the changing risk landscape and customer needs.

Some insurance careers to highlight in your presentation are:

Actuary

Analyzes risks and uncertainties using mathematical models to predict events and recommend adjustments to insurance policies.

Business Analyst

Helps to identify the needs and problems of the customers and the business and proposes solutions to improve the products and services offered.

Claims Adjuster

Investigates insurance claims to see how much the insurance company is liable for. They'll often speak with the policyholder, interview witnesses, research records, and inspect the damage.

Communications Specialist

Creates and disseminates strategic messaging across various channels to promote an insurance organization's brand, messaging, products, or services.

Compliance Officer

Ensures the company adheres to all regulatory requirements, internal policies, and industry standards to minimize legal and financial risks.

Data Governance Manager

Oversees the quality, security and usage of the data collected and stored by the business and ensures compliance with the regulations and standards of the industry.

Data Engineer

Builds and maintains data pipelines and systems that enable data analysis and machine learning for insurance companies.

Data Scientist

Utilizes advanced analytical techniques to extract insights from large datasets, helping insurance companies improve underwriting accuracy, risk assessment, and customer segmentation.

Insurance Sales Agent

Sells and negotiates insurance policies. They answer any questions policyholders have and ensure coverage is up-to-date and matches policyholders' needs.

Insurance Underwriter

Determines if an insurer can provide coverage to policyholders by evaluating the risks associated with insuring the policyholder. Their goal is to balance competitive rates and maintain profitability.

Learning and Development Specialist

Creates and delivers training programs to support employee growth, compliance, and professional development.

Marketing Specialist

Assists with researching target audiences and promoting insurance products and services to them. They often help develop the insurance commercials you see in the media.

Product Manager

Oversees the development and management of insurance products by analyzing market needs, customer feedback, and competitive trends to ensure offerings are relevant and profitable.

Recruiter / Talent Acquisition Specialist

Manages the hiring process from start to finish, starting from sourcing candidates to onboarding new employees.

Vendor Manager

Oversees managing and maintaining the organization's relationships with its third-party vendors and suppliers. This could include selecting vendors, negotiating contracts, monitoring performance.

Note how these career paths touch on several different disciplines, backgrounds, degrees, and skills — emphasizing a key point: insurance has a place for everyone.

How does insurance impact people, businesses, and the economy?

After providing a quick overview of what insurance is, what products are available, how insurance is acquired, and some common roles in insurance, return to the main purpose of this section of the presentation: why insurance matters.

For example:

> *"After listening to my monologue about what insurance is, the types of insurance, etc., you must be wondering: why does this matter? How does this impact me? Well, my answer to that is insurance is a vital product that provides financial security for billions of people across the globe."*

Next, you can discuss how insurance impacts individuals, businesses, and economies, both nationally and locally. Some talking points include:

- **Insurance reduces risks people may encounter, which means people can start businesses, hire employees, manufacture products, and buy homes, cars, and other consumer goods.**
- **Insurance promotes improved safety for individuals and businesses with loss control and risk management.**
- **Insurance helps in community recovery following natural disasters.**
- **Insurance contributes trillions of dollars in taxes, funding, and investments in the economy.**
- **Insurance helps keep the economy moving forward by providing peace of mind in an uncertain world.**

What benefits do you get from working in insurance?

After discussing how insurance in general benefits individuals, businesses, and communities, transition into discussing the benefits of working in insurance. For example:

> *"Not only is working in insurance rewarding, but it also comes with opportunities for advancement, industry stability, and a strong job outlook."*

Some areas and points to cover include:

Job outlook

- Employment of insurance sales agents is projected to grow 6% from 2023 to 2033, faster than the average for all occupations.
- About 47,100 openings for insurance sales agents are projected each year, on average, over the decade.
- Insurance provided some 3.0 million jobs in 2024.
- From January 2024 to January 2025, insurance carriers' headcount grew 1.17%.
- Within the next few years, close to 400,000 employees are expected to retire from the insurance industry workforce.

Industry stability

- While the demand for some industries and professions fluctuates depending on the state of the economy and the rise and fall of various technologies or societal attitudes, the insurance industry will always be needed. People will always need to be protected from risks.
- Insurance is inextricably intertwined with our lives. For example, nearly all 50 states have minimum requirements for car insurance. If you want to drive a car, you need to have car insurance.

Career growth and development

- Insurance professionals can grow within their organizations and climb up the organizational ladder.
- Many of the skills that young insurance professionals learn are applicable to other sectors and positions, including customer service, analytical thinking, and adaptability.

Compensation

- In June 2025, insurance employees worked an average of 39.1 hours per week, earning around $47.65 per hour. That comes to an annual salary of around $96,800. That's $33,005 more than the national average salary of $63,795.
- For a consulting actuary, their annual salary could range from $93,000 to $173,000, depending on experience and qualifications.

Benefits

- Many insurance-related organizations offer retirement benefit plans, healthcare, paid vacation, tuition reimbursement, and paid sick leave.

Outreach Presentation Sample Agenda

03. WHAT'S MY STORY?

This portion of the presentation gives speakers the opportunity to personalize the discussion. To transition into telling your story of how you began working in insurance consider using one of the following phrases:

> *"Just to back track a little bit..."*
>
> *"As I mentioned, I currently work at ABC Insurance as an underwriter..."*
>
> *"Before moving forward, I want to tell you a bit more about myself and how I got my start in insurance..."*
>
> *"While the compensation and benefits packages are nice perks of working in insurance, that's not the only reason why I love working in this industry..."*

Some questions that can help you determine speaking points for telling your story include:

- *How did you start your foray into the insurance industry? Was it a friend or a family member who introduced you?*
- *Did you have a deep understanding of the insurance industry before joining?*
- *What background information can you share that could be useful for the audience?*
  - *What university did you attend, if any?*
  - *What degrees do you have, if any, and in what areas?*
  - *What training did you need, if any?*
- *What do you love most about working in insurance?*
- *Why have you chosen to stay in the insurance industry?*

If you know of any colleagues who also have interesting stories of how they joined the insurance industry, this is also a good place to briefly share that. Better yet, see if they'd like to partner up for the presentation!

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04. THE FUTURE OF THE INSURANCE INDUSTRY

The next two sections of the presentation are an opportunity to drive two essential points home: insurance is changing because of technology, and we need more diverse talent in the industry.

When discussing technology, lay the groundwork by explaining how the insurance industry is facing a heightened state of transformation — driven by new and rapidly changing risks and service models, wealth and income inequality, and a dynamic technology landscape driven by artificial intelligence maturity. While it's exciting and opens the door to countless possibilities, the industry will need to evolve.

Insurance technology advancements

To highlight how insurance is changing, consider discussing some of the insurance technology advancements, including:

Embedded Insurance

Integrating insurance seamlessly into other services, like when buying a product online or using a ride-sharing service.

Internet of Things (IoT)

Connected devices in homes and vehicles can detect risks in real-time, potentially preventing accidents or losses.

Wearables

Devices like smartwatches and fitness trackers provide real-time data, allowing for personalized insurance premiums and innovative policy structures.

Artificial intelligence and machine learning

Mentioning the role of artificial intelligence and machine learning in insurance could also pique the interest of audience members who are more interested in or inclined toward STEM. Talking points could include:

Automation
Streamlining processes, reducing human error, and enhancing customer experiences through chatbots and automated claims processing.

Large Language Models (LLMs)
LLMs, a technology that is like ChatGPT and Bard AI, can play multiple roles in insurance. Possible use cases that the industry is exploring include streamlining claims processing, enhancing fraud detection, facilitating underwriting and policy issuance, and accurate risk assessment.

Predictive analytics
AI can analyze vast datasets to predict customer behavior, fraud detection, and risk assessment more accurately.

New insurance roles and responsibilities

Another area to consider discussing is how new insurance roles and responsibilities are emerging because of advanced technology and changing risks. Roles to mention include:

Customer support-evolvers

Leverage technology for faster, more efficient customer service.

Data scientists and analysts

Extract insights from large data sets to inform business decisions.

Human resources and talent managers

Focus on attracting diverse talent and fostering a culture of innovation.

Marketing innovators

Craft personalized campaigns using AI-driven insights.

Risk area specialists

Due to changing weather patterns brought on by climate change, insurance companies have begun to look at hiring employees with specialized backgrounds to help them evaluate specific risks.

Tech and data engineering specialists

Build and maintain the digital infrastructure that powers the industry.

Insurance innovation

The main purpose of the "Future of the insurance industry" section is to help dispel the misperception that insurance is an old and outdated industry that still relies on manual processes to conduct businesses. To emphasize this point, consider highlighting examples of insurance innovation, such as:

Telematics for Drivers

Imagine if your car could tell you how well you're driving. Some insurance companies now offer devices that plug into your car and track things like how fast you drive, how sharply you turn, and even if you brake suddenly. If you're a safe driver, you could get a discount on your car insurance!

On-the-Spot Claims with Apps

Remember the hassle of waiting days or even weeks to get money from an insurance claim after an accident? Now, with some insurance apps, you can take pictures of the damage, send them in, and get money transferred to you almost instantly. It's like getting help right when you need it, without long waits.

Personalized Insurance with Wearables

You know those fitness trackers people wear on their wrists? Some insurance companies let people share their fitness data. If you're active and healthy, you might get special deals or discounts on health insurance. It's like being rewarded for staying fit!

Promoting long-term health and wellness

In the past few years, insurance has shifted from being reactive to becoming more proactive. A prime example of this is in life insurance. Life insurers aren't just covering costs after an incident, they're actively involved in promoting and supporting the long-term health and wellness of their insureds. Insurers do this by offering reduced rates and/or bonus services that encourage policyholders to live healthier lives and learn more about their health risks. In the industry, this can be seen in several life insurance programs and products:

- GuardianWell-being – By adding in workouts and physical activities, policyholders can receive wellness dividends and unlock rewards and benefits.

- John Hancock Vitality – Under this program, policyholders can earn rewards for improving sleep habits, practicing mindfulness, tracking nutrition, and participation in preventative screenings, and much more.

- MassMutual Health and Wellness Program – As part of this initiative, policyholders could participate in genetic risk assessment services, access multi-cancer early detection testing, and get AI-guided mental health support.

This expansion of life insurance's role in the policyholders' lives not only benefits the policyholder, but it also creates new opportunities for those in healthcare and behavioral science to support and help develop these new programs.

In "The Future of the Insurance Industry" section, it's important to stress how the insurance industry is adapting to change by embracing new technologies and methodologies to stay ahead. Note that the industry is focused on fostering collaborative ecosystems, and many insurance companies are partnering with tech startups and other industries for mutual growth and innovation.

Outreach Presentation Sample Agenda

05. DIVERSITY IN INSURANCE

The state of DEIB in insurance

It's likely that your audience has heard about diversity, equity, inclusion, and belonging (DEIB) and many organizations and universities' efforts to increase diverse representation within their institutions. However, it's good to contextualize the state of DEIB in the industry. Some insurance diversity statistics to highlight during your presentation include:

Women are significantly underrepresented among senior leadership, with more women concentrated in lower-level roles.

In the congressional report on Diversity & Inclusion in Insurance, only **30%** of all employees at the companies surveyed were people of color (POC).

CEOs are overwhelmingly white men (**88.9%**). Racial and gender representation among CEOs has remained unchanged since 2017.

Insurance boardrooms lack diversity — only **28.5%** of insurance board members are women and **22.3%** are POC.

Benefits of DEIB in insurance

If audience members ask about why DEIB is important or how it benefits insurance organizations, potential talking points include:

- **Organizational financial benefits:** New research shows that companies with greater diversity are more likely to outperform financially – it's good for business! According to McKinsey, "there is a strong correlation between diversity in influential company leadership roles and multiple indicators of holistic impact across workforce, community, and environmental components. These relationships hold across sectors."
- **Reduced groupthink:** A diverse team challenges the status quo, encouraging members to think critically and consider multiple perspectives. This reduces the risk of groupthink, where uniform opinions will stifle innovation.
- **Inclusive design:** With diverse teams, there's a greater likelihood of creating products and solutions that cater to a broader audience, ensuring that innovation is inclusive by design.
- **Mitigating bias in models:** AI models are only as good as the data they are trained on. Diverse teams bring varied perspectives that can identify and rectify biases in training data, ensuring more equitable and accurate AI outcomes.
- **Broadening perspectives:** Diversity in teams ensures a wider range of viewpoints when approaching problems. This can lead to more comprehensive solutions and innovative approaches to challenges that a homogenous team might overlook.
- **Cultural competence:** AI solutions are deployed globally. Teams with diverse cultural backgrounds can better understand and cater to the nuanced needs of diverse user groups, making products more accessible and relevant.
- **Enhanced creativity:** Diverse teams foster environments where creativity thrives. Different backgrounds, experiences, and ways of thinking can spark novel ideas and groundbreaking innovations.

During this section, emphasize how diversity isn't just a buzzword; it's a catalyst for innovation. By fostering diverse teams and incorporating varied perspectives, we can ensure that AI and technology advance equitably, ethically, and innovatively for the insurance industry into the future.

Additionally, note that recognizing diversity of thought and background drives innovation, and the importance of celebrating the unique perspectives that every individual brings. Such inclusivity and diversity will be critical to ensuring future success in the insurance industry.

A key point to highlight is that as baby boomers retire and generational shifts appear in the workplace, there's a need to bridge the knowledge gap and ensure continuity. As traditional roles transform due to technology, upskilling and reskilling are also essential. The insurance industry offers exciting opportunities for workers, including roles in data science, analytics, tech, marketing, and more, complemented by advances in technology.

Outreach Presentation Sample Agenda

06. WRAP UP

To conclude, re-emphasize that insurance is a great industry to work in and contains a myriad of opportunities that can support everyone's areas of interest and passions. Point out that diversity of thought and background is critically important, and the insurance industry needs bright, youthful minds.

Thank the audience for listening to your presentation and offering options for staying connected.

Because you've already covered a lot of ground, audience members may be overwhelmed if they're inundated with additional content at this point in the presentation. Instead, provide them with simple, low-barrier, actionable steps they can take after the presentation to continue engagement with the insurance industry. They could be as simple as:

Connecting with your existing network

Ask your family members if they know anyone who works in insurance that you could speak with and learn more from.

Doing research

If you have five spare minutes, conduct some additional research on insurance and insurance career paths.

Expanding your network

Reach out to me (the Insuring the Future participant) after the presentation if you have any additional questions or if you need assistance connecting with someone who is in a role that aligns with your interests.

Following insurance on social media

Look up insurance companies and groups on LinkedIn. See the "Additional Resources" section for an in-depth list of groups to share.

This is also an opportunity to point out that many insurance professionals didn't have a set path to insurance. Many may have known they wanted to work in insurance, while others may have stumbled into the industry. Either way, there will always be a place for them in the industry. If there's enough time at the end of the session, it's a good opportunity to hold a Q&A.

MEASURING IMPACT

Insuring the Future: Attracting the Next Generation to Insurance

Did you participate in an ***Insuring the Future*** activity? Help us measure the impact! By providing us with some information on what you did, how many people you reached, and the amount of time you devoted, we'll be able to determine this initiative's reach and potential impact. Additionally, your feedback will help the Women in Insurance Initiative improve future events and campaigns. Scan the QR code to record your activities or visit **this link**.

SOCIAL MEDIA TEMPLATES

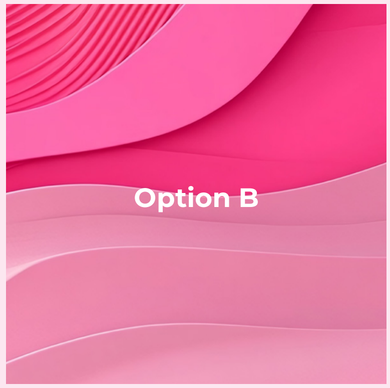
Insuring the Future: Attracting the Next Generation to Insurance

To encourage participation in ***Insuring the Future***, here are some social media templates that participants can use to promote their activities and the initiative and encourage others to get involved. ***Insuring the Future*** participants are welcome to adapt these templates and make them their own!

This year I'm participating in Insuring the Future, a program that's part of the Women in Insurance Initiative. We'll be reaching out to local educational institutions and offering to speak to students about career opportunities in the insurance industry.

If you're interested in learning more or want to get involved, reach out to me or check out the recording of the kick-off meeting: [insert link]

#WIIInsuringtheFuture
#womenininsurance
#insurance
#insurancecareers
#insuranceinclusion
#insurancecareersmonth

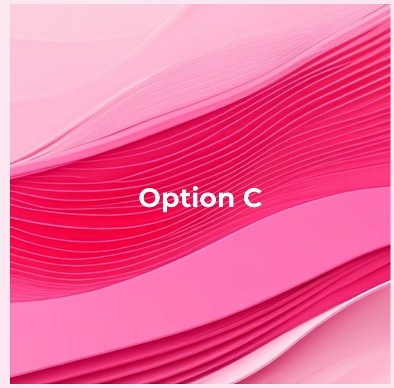


The U.S. Bureau of Labor Statistics projects that the insurance industry could lose 50% of its current workforce over the next 15 years, leaving 400,000+ open positions unfilled.

To tackle this issue, I'm participating in the Insuring the Future, a campaign that's part of the Women in Insurance Initiative. Insuring the Future sets out to spread awareness of career opportunities in the insurance industry by encouraging participants to reach out to nearby educational institutions and offer to speak to students about careers in insurance.

If you're interested in participating, reach out to me or check out their website for more information: [insert link]

#WIIInsuringtheFuture
#womenininsurance
#insurance
#insurancecareers
#insuranceinclusion
#insurancecareersmonth



Are you passionate about increasing representation and inclusion in the insurance industry? If so, join me in participating in the Insuring the Future initiative!

As part of the Women in Insurance Initiative, Insuring the Future sets out to spread awareness of career opportunities in the insurance industry by encouraging participants to reach out to educational institutions in their area and offering to speak to students about insurance careers.

If you'd like to get involved, check out their webpage for a toolkit: [insert link].

#WIIInsuringtheFuture
#womenininsurance
#insurance
#insurancecareers
#insuranceinclusion
#insurancecareersmonth

EMAIL TEMPLATES

Sometimes, the biggest hurdle to action is taking the first step. To help reduce the barrier to participation, we've created some email templates that ***Insuring the Future*** participants can use to reach out to schools, colleagues, and their human resources departments. Each template can be adapted as each Insuring the Future participant sees fit to match their voice and outreach objectives.

Educational institution outreach email template

Subject line: Offer to speak to students about job opportunities in insurance

Hi [name],

I hope this email finds you well. My name is [name], and I'm a [position] at [company], a [company descriptor]. I'm reaching out to ask if you'd be interested in having me come in to speak to students about career opportunities in insurance.

I'm participating in the Insuring the Future initiative. As part of our work, we're reaching out to schools to spread awareness of career opportunities in insurance to increase sector-wide diversity and recruit more young students and professionals into the industry.

As students start preparing for [college or graduation] and consider how different career paths align with their interests, we know that many are discounting insurance because of the perception that it's outdated, boring, or irrelevant. One of our ***Insuring the Future*** goals is to help change that view.

I'd love the opportunity to come in and chat with your students about insurance, my current role, and other dynamic and engaging careers in the industry — many of which leverage and require STEM skills.

Please let me know if you're interested in having me speak and if you have any specific dates or times in mind for a potential session; I'm happy to work around your schedule and class curriculum. I'm also available to hop on a video call if you have any questions or would like to chat about this further.

Thank you, and I look forward to hearing from you!

Best,

[Name]

[Personal LinkedIn URL]

Friends and colleagues outreach email template

Subject line: Interested in getting involved in a recruitment initiative?

Hi [name],

I'm reaching out to ask if you'd like to get involved in "***Insuring the Future***: Attracting the Next Generation to Insurance."

Created by the Women in Insurance Initiative, ***Insuring the Future*** is dedicated to spreading awareness of career opportunities in insurance to increase sector-wide diversity and recruiting more young students and professionals into the industry.

To do this, we're asking insurance industry professionals to reach out to high schools, community colleges, or universities in their area and offer to speak to students about their background, their role, opportunities in insurance, and how the sector connects back to STEM.

I know [reason why you think they'd be interested], so I thought I'd ask if you'd like to get involved/participate.

If you're interested or would like more information, please let me know. Thanks!

Best,

[name]

Human resources department outreach email template

Subject line: Insuring the Future Toolkit – Additional Uses?

Hi [name],

I hope all is well. I'm reaching out because I'm involved in the Insuring the Future campaign that's part of the Women in Insurance Initiative (WII).

For ***Insuring the Future***, we're spreading awareness of career opportunities in insurance to recruit more young students and professionals to the industry.

In conjunction with ***Insuring the Future***, WII also developed a toolkit that contains information on the insurance industry in general, insurance careers, why insurance matters, how technology is changing insurance, and the importance of diversity in insurance, among other content. I'm sharing it with you to see if there are any other ways our organization can use, promote, or amplify it — maybe for talent development, recruitment, or future programming?

Please let me know if you have any questions; I'm also happy to discuss this further. Thanks!

Best,

[name]