[Date]

Dear [association member name],

If you consider your income one of your most valuable assets, have you taken steps to protect it—and your lifestyle—from life’s uncertainties? You insure your home and car with insurance, so why not help protect your income with individual Disability Income (DI) insurance?

**Disability Income insurance from Principal®**

Good news! [Association name] is offering members an opportunity to buy DI from Principal® at an up to [XX] discount.\*

If you become too sick or hurt to work, disability protection can:

* Provide monthly benefits to help you pay everyday living expenses
* Help protect your business
* Help you to continue to save for retirement

[**Learn more**

Join us at the upcoming {association name} meeting on {date}. I’ll be talking about how disability solutions can help you live your best life.]

[I’ll call you soon, so we can discuss this opportunity in more detail.]

Sincerely,

[Producer’s name and title]

[contact info]

[contact info]

\* Up to [xx]% refers to the [5 or 10]% Association discount, [5 or 10]% Affiliation discount] and [3, 5, or 10% Mental/Nervous & Substance Abuse disorder limitation rider discount]. The Affiliation discount is not available in all states. Additional guidelines apply.

Insurance products issued by Principal Life Insurance Company®, a member of the Principal Financial Group®, Des Moines, IA 50392.

This is a summary of the benefits disability insurance provides, but there are limitations and exclusions. For cost and coverage details, contact me. This letter is not approved for use in Arizona or New Mexico. ICC22-800-IDI.

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