[Date]

[Executive name]

[Address 1]

[Address 2]

[City, state, zip]

Dear [Executive name],

Growing your association’s membership base is an important goal. One way to retain current members and attract new ones is to offer them valuable member benefits—such as individual **Disability Income (DI) insurance from Principal®**. And I can help you offer DI at no cost to you!

DI—also known as income protection—is a benefit your members will appreciate. It provides monthly benefits that can help members pay everyday living expenses if they become too sick or hurt to work. Plus, your members may benefit from a [5 or 10]%\* Association discount, as well as opportunities for additional discounts.

For your members who are business owners, we can also discuss other individual disability insurance options. In the event of an unexpected illness or injury, business owners could use these options to help protect their business.

I’ll call you soon, so we can discuss these benefit opportunities for your members in more detail.

Sincerely,

[Producer name and title]

[Contact info]

[Contact info]

\* The Association discount is not available in all states for business products. Requires Principal® home office approval. 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 your Principal® representative. This letter is not approved for use in Arizona or New Mexico. ICC22-800-IDI.

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