[Instructions to use this template: Please copy the email below in its entirety as your email message. Include proper disclosures based on your particular situation (see pages two and three for options). Customize any bracketed fields, if needed, and remove all brackets before sending. Choose one subject line from the choices given; delete the rest. You should not modify these in any way. Please note: Only the salutation and name fields may be customized. All other bracketed fields, if used, must be used in their entirety without modification. Please provide clients with an option to opt out of future email communications in accordance with CAN-SPAM Act guidelines.]

**[Subject line options—choose one:]**

1. [The importance of special needs planning]
2. [Protection for a loved one with special needs]
3. [Do you have a loved one with special needs?]



[Salutation,] [Name,]

If you’re caring for a loved one with special needs, you’re no doubt working hard to ensure they are living the best life possible. But what happens when you’re no longer around to care for them?

A proper financial plan can help your loved one maintain their quality of life even after you’re gone, and life insurance can play a critical role in this plan.

I’d like to discuss how we can integrate special needs planning into your overall financial strategy to help protect your loved one. Contact me today at [number] [or] [email address].

[Financial professional signature]

[Contact information]

[[AR/CA] Insurance License [#]]

[For J.D. senders: \* Educational designation only—individual does not represent Prudential in a legal capacity or provide legal advice.]

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