

## Lincoln Financial Network presents Let's Connect: Special needs trusts social media campaign

Quickly create social media campaigns that can help elevate your business.

Use the images, text and links provided to schedule social media on your channels.

If affiliated with LFA or LFS, locate and schedule post options from the below content library through Hearsay Social.\*

If not affiliated with LFA or LFS, follow these steps to implement:

- 1 Download the images and save them to your computer.
- 2 Copy the text from our content library below, then copy the link from the image, and upload with the corresponding image to your LinkedIn, Twitter or Facebook.

For more tools and materials to help you connect with clients, access the following resources:

- Let's Connect: Increase your social interactions with clients and prospects
- Spark the Conversation: Special Needs Trusts

### Content library

#### Post 1

Life insurance can play a vital role in ensuring a child with special needs has a reliable source of income later in their life.



[Image Download](#)

#### Post 2

Utilize a variety of financial strategies and services to help ensure your child with special needs is prepared for their future.



[Image Download](#)

#### Post 3

Plan ahead for the day when you can no longer serve as the primary caregiver and financial support system for your child with special needs.



[Image Download](#)

## Post 4

Consider establishing a special needs trust to help provide your child with future financial stability; no matter how unstable the markets get.



[Image Download](#)

## Post 5

Do you have a plan in place for the day you're no longer able to support your child with special needs? Learn how you can protect with a special needs trust.



[Image Download](#)

## Post 6

Raising a child with special needs can require additional strategies to ensure lifetime financial support. Learn how to plan & provide for a child with special needs utilizing these resources.



[Image Download](#)

## Post 7

Have you thought about how your child with special needs will be cared for without your income? With proper planning, you can ensure your child has the income they need, now and for the future.



[Image Download](#)

## Post 8

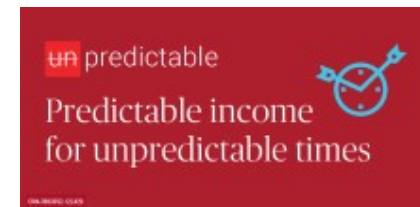
There are often additional considerations needed to ensure the stability of your child's financial future. Use these 10 steps to make a plan for peace of mind down the road.



[Image Download](#)

## Post 9

See how planning ahead with a special needs trust can help provide predictable income for those with special needs; even when the market seems unpredictable.



[Image Download](#)

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Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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CRN-3383052-122420

PDF 1/21 **Z01**

**Order code: LFN-CNECT-BRC012**



Utilize these resources to *connect* with parents of children with special needs to ensure their children are supported and protected now and in the future.

\*Financial professionals affiliated with LFA and LFS are required to use Hearsay Social for all social interactions. These materials are available on Hearsay Social now. To learn more about Hearsay Social, please go to [LFAConnect](#) or [LFSConnect](#). Financial professionals not registered with LFA or LFS should adhere to their Compliance standards. To access additional Spark the Conversation content, please see [Lincoln Solutions Center > Planning tools & resources > Sales materials & resources > Spark the Conversation](#).

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