

Field Update



September 6, 2011

Customer Connections: Youmanity

In the fall of 2010, we introduced the concept of Youmanity to our customers through our wooden token "Random Acts of Kindness" campaign. We explained how it's about small but powerful gestures that can have a big impact every day and how Youmanity is the belief that one person can make a difference. This effort is meant to reinforce the idea that Aviva and our agents are working to bring humanity back to insurance by putting people before policies.

This fall, we have started a similar campaign and we are rolling it out in two different ways:

- We have begun mailing another wooden token to a select group of customers. The clients are still prompted to register their token, however as an added feature, they can now go back to Youmanity.com or Facebook to see where their tokens have traveled.
- A separate group of customers will receive a flyer discussing Youmanity and will be offered a subscription to our customer eNewsletter, [BestYOU](#). This publication discusses topics around physical and financial wellness, Youmanity and social relationships.

Stay tuned for more information on how you, our valued partners, can get involved with our new Youmanity token campaign.

Congratulations! You've received a Youmanity token. We'd like you to start a chain of Youmanity.



It's simple. Here's how:

1

Visit youmanity.com to register your token code.

For every token registered, we'll make a donation to 'Street to School' to help organizations across the country lead homeless children and dropouts back to school. We believe every child has the right to fulfill their potential.

2

Pass it on. Brighten someone's day by passing the token with a kind gesture.

3

Return to youmanity.com to follow the token you started.

