

A photograph of a woman with long brown hair smiling warmly, with a young child with blonde hair sitting on her shoulders. The child is also smiling and looking towards the woman. The background is a soft-focus outdoor setting with greenery.

Your income is your  
most valuable asset.  
*Is it protected?*

**CDIA**

Council for  
**Disability Income**  
Awareness

*2025 Annual Report*

# This was a Year of Exciting Accomplishments

## We launched new initiatives for 2025 based on the findings in our second Blue Sky meetings.

- Our new website, thecdia.org, went live in March, and work has continued to expand its functionality and reach
  - *The new Member-Only site went live on the website in December*



MEMBERS-ONLY WEBSITE LANDING PAGE

- We salvaged an agent/broker email database, scrubbed the list, and began direct communication with approximately 40,000 agents
- We increased our aggressive marketing work and tools for new members to support our mission

- We welcomed four new member firms to the CDIA: Principal, Ash Brokerage, KME Insurance, and Munich Re



- We hosted four member-to-member webinars called CDIA Insights Exchange, which featured outstanding speakers and content



- We held our in-person CDIA Board meeting in Philadelphia with Lincoln Financial as the host
  - *One meeting outcome is a new program to recognize member firm employer groups that offer superior disability benefits. It will go live early in 2026*
- Continued to reenergize the Marketing and Research & Education Committees
  - *Each committee now has a strong, engaged member chairperson*
  - *Attendance is up, and there is active member participation*
- Provided quarterly updates to the member firms of our accomplishments

# Reaching Our Audience



We planned and implemented our Spring and Fall Campaigns to historic results

## Back to Health. Work. Life. Fall Campaign Results, Oct. 2 –Nov. 25, 2025

### Facebook

Page Views:	162.7k
Reach:	86.5k
Link Clicks:	1.5k
<b>X</b>	
Impressions:	433k
Promoted Engagement Rate:	1.75%
	<i>(Industry Average is 0.5–1%)</i>
Organic Engagement Rate:	27.6%

### LinkedIn

Impressions:	320.4k
Reach:	272.3k
Engagement Rate:	0.36%
	<i>(Average is 0.1–.25%)</i>
CPM:	\$4.02
	<i>(This is exceptionally low, \$25–\$60+ is typical)</i>
<b>Website traffic at TheCDIA.org</b>	
New Users:	35k
Page Views:	42k

**+958k**

Views & impressions across all platforms



### Paid Video Campaign

In addition to the Spring and Fall Campaigns, we supported a “rebrand” marketing initiative to significantly increase our website and media content audience

## LinkedIn Paid Brand Campaign Oct. 1–Nov. 25, 2025

Impressions:	3,000,450
Reach:	1,143,281
Frequency:	2.62
CPM:	\$3.45
Clicks:	923
Video Completion Rate	44%

**+3m**

Impressions during two month campaign

## *Our Mission:*

To establish disability income as a key financial safeguard for every working American.

We work to raise awareness of this critical financial protection through education and consumer outreach.

**CDIA** | Council for  
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Awareness

1 Spring Point Drive, South Portland, Maine 04106

[TheCDIA.org](http://TheCDIA.org)

*A 501(c)6 nonprofit organization*