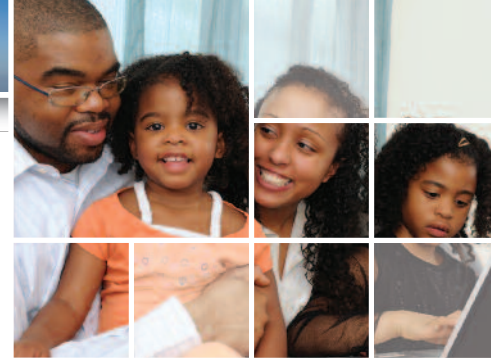




Invest in America[®]

Credit Union Member Rewards



Investing in Credit Unions. Investing in Members.

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In This Issue: MEMBERS[®] Auto & Homeowners Insurance; Members Save Twice on a New GM Vehicle; Greater Savings with DIRECTV; Spotlight on CFE Federal Credit Union; Filing Taxes Affordably; Sprint Incentive Update; Celebrate Spring with FTD

February 2011 Newsletter

■ Breaking News

Welcoming MEMBERS[®] Auto & Homeowners Insurance to the Invest in America Family

Exciting news from Invest in America and CUNA Mutual Group. Beginning this month, CUNA Mutual Group's MEMBERS[®] Auto & Homeowners Insurance program will be available to credit union members through Invest in America. Your members will now be able to research and purchase auto and homeowners insurance products from their primary carrier, Liberty Mutual, by visiting LoveMyCreditUnion.org, plus, **members could even receive a discounted rate of up to 10%!***

This partnership will help meet the growing demand of consumers who prefer to use the Web to research and purchase insurance—in fact, **63% of consumers want to get insurance quotes online.**** Partnering with CUNA Mutual Group is a perfect fit and will help meet this online demand, build and strengthen member relationships, and save your members money on these important products.

If your credit union has already contracted with CUNA Mutual Group you will find that all other aspects of your MEMBERS Auto & Homeowners Insurance program will stay the same—including receiving Royalty Payments for policies sold through the Invest in America partnership. Insurance products will also be available to members of credit unions that have not contracted with CUNA Mutual Group, however, no Royalty Payments will be earned on transactions through IIA. For more information on MEMBERS Auto & Homeowners Insurance, contact your CUNA Mutual Sales Executive at 800.356.2644.

For more information about this partnership, please visit LoveMyCreditUnion.org or contact us at InvestinAmerica@CUSolutionsGroup.com. ■

*The MEMBERS Auto Insurance Program is endorsed by credit unions across the U.S. Coverage provided and underwritten by leading insurance companies, including Liberty Mutual Insurance Company and affiliates, 175 Berkeley Street, Boston, MA. To the extent permitted by law, applicants are individually underwritten; not all applicants qualify. A consumer report from a consumer reporting agency and/or motor vehicle report will be obtained on all drivers listed on your policy where state laws and regulations allow. Please consult your policy for specific coverages and limitations. The insurance offered is not a deposit and is not federally insured. This coverage is not sold or guaranteed by your credit union.

**ComScore Auto Insurance Report, March, 2009

Just The Facts

There's no doubt, Invest in America is working. You can tell from tangible results like credit union involvement and the encouraging sales figures. Is your credit union and/or league a part of these remarkable statistics?

Invest in America

- 46** leagues participating
- 2,832** credit unions promoting IIA
- 70%** of national credit union membership reached through supporting credit unions

Sprint

- \$90 million** saved by credit union members
- 1,205** credit unions supporting the program

Sales

- 1,480,000** members have taken advantage of IIA discounts
- 385,660** vehicles sold
- 226,000** new credit union auto loans

www.LoveMyCreditUnion.org



New Promotions

Your Members Can Save Twice on a New GM Vehicle with Invest In America



Credit unions are known for their "people helping people" philosophy. By partnering with GM, Invest in America helps credit unions provide members with Preferred Pricing discounts, which when used in conjunction with the credit union's low auto loan rates, saves members even more. Now GM is taking it one step further by offering current, eligible GM owners* \$1,000 on the purchase of an eligible 2010/2011 GM vehicle!

With your help, your members can save twice on their next new GM vehicle:

1. Get pre-qualified for an auto loan at your credit union
2. Current, eligible GM owners* can save with \$1,000 in **Owner Loyalty Cash Back**. These savings can be combined with the **GM Credit Union Member Discount** from Invest in America and most current incentives.

This special offer from GM ends February 28, 2011 so be sure to let your members know now about this additional great promotion! ■

Eligible owners must provide proof of current ownership or lease of a 1999 or newer model year Chevrolet, Buick, GMC, Cadillac, Pontiac, Saturn, Hummer or Oldsmobile. See additional offer details at www.LoveMyCreditUnion.org.

IIA Now Offers Greater Savings with DIRECTV



Helping members save with DIRECTV just got better and easier. Members will now save \$100 on their new activation with DIRECTV, an increased savings of \$25 over the previous offer. The \$100 discount for new activations will work as follows:

- \$60 discount by way of \$5 off each month for the first twelve months reflected on their monthly statements (same as before)
- \$40 rebate that CU Solutions Group will send to the member after receiving payment from DIRECTV

This new offer provides more cash in the members hand and eliminates the need for credit unions to locate and deposit money into the members account. Plus your members can use their credit union credit/debit card to make their monthly payments. Everybody wins.

Visit the **DIRECTV** page at LoveMyCreditUnion.org for more details. ■

■ CU Spotlight

CFE Federal Credit Union



CFE Federal Credit Union, based in central Florida, is a seasoned Invest in America partner, having been with us since the fall of 2008. And they've jumped in with both feet, promoting discounts from GM, Sprint, DIRECTV, FTD and more. Their motivation for joining was to be able to provide additional benefits to their members and to support American products and companies during a time when the economy needed it most.

When it comes to promoting Invest in America, CFE Federal Credit Union pulls out all the stops. They have a permanent banner ad on their website's homepage (www.mycfe.com) which links directly to LoveMyCreditUnion.org. Newsletter articles, branch posters, statement inserts and take ones are all pieces of their IIA marketing puzzle. Plus, according to CFE Federal Credit Union Marketing Specialist Tameka Hylick, they make sure their staff is equally informed, "Internally, CFE sends out IIA staff updates to ensure our staff is up-to-date on all discounts being offered and changes within the program. Our staff has embraced the program and understands the added benefit to members."

IIA has been a hit with their members as well, Tameka explains, "The member reaction has also been great! One of our most exciting moments was when a member received her Sprint statement insert and learned about the discount. The member was an HR director and mentioned that she'd discuss CFE visiting her employer to discuss the Sprint discount and CFE membership to her colleagues."

CFE Federal Credit Union's IIA involvement shows no signs of slowing down either. Their future marketing plans include exploring ways to increase their members' overall knowledge of the program and its discounts, as well as how to better use IIA in car sales and other credit union events.

With nonstop enthusiasm for IIA, Tameka expresses one simple reason why credit unions should get involved, "Credit unions should join IIA because it's an awesome benefit to staff and members!" ■

■ Hot Topics

Invest in America Makes Filing Taxes Affordable

It's a new year; your members have received their W-2 forms and are ready to begin the process of filing their tax return. Plus, with electronic filing, your members will receive their tax return in about two weeks. Since your member service representatives will be talking to your members about savings strategies for their tax return, make sure they also discuss how your members can save with IIA at the same time. You'll gain deposits and your members will appreciate the savings. IIA offers your members terrific savings on tax preparation services.

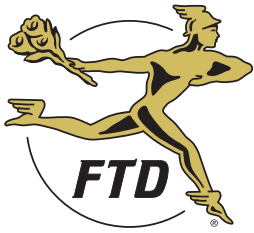
For more details on all these offers visit LoveMyCreditUnion.org.

Sprint Incentive Update



We are halfway through our 2010/2011 Sprint Contract Year. New credit unions still have two quarterly mailing opportunities left. For your credit union to qualify for the 50% incentive, you'll need to have an April mailing with your March statements, and place your order by March 1, 2011. To qualify for the 25% incentive, you'll need to have a July mailing with your June statements, with your order due by June 1, 2011. If you have any questions, please contact our Sprint Program Manager Rhonda Peruski at 800.262.6285 ext. 521 or Rhonda.Peruski@CUSolutionsGroup.com.

Celebrate Spring with \$15 Savings on FTD Flowers & Gifts



Spring is in the air... and what better way for your members to celebrate than with beautiful flowers and gifts from FTD? Whether it's a graceful centerpiece for their Easter or Passover table, a pretty bouquet for Mother's Day or a delectable gourmet treat for a grad or dad, credit union members can **save \$15 on their entire order.**

FTD has a breathtaking selection of fine, fresh flowers and plants as well as exclusive gifts from premier brands. Members can indulge someone's sweet tooth with Godiva Chocolates, Eli's Cheesecake or Mrs. Fields Cookies. Or they can make someone's day delicious with a gift basket from Starbucks or Harry and David. Finally, FTD's new Jewelry Boutique lets members shower loved ones with diamonds and pearls. With so many options to choose from, your members are sure to find the perfect way to make spring holidays unforgettable!

Learn more about this offer on the [FTD](#) page at LoveMyCreditUnion.org.

