

Invest in America[®]

Credit Union Member Rewards

Grow. Invest in America.



In This Issue:

Thanks for Making 2011 a Success; GM Places National Ads; Sprint Checks and Awards; Members Can Purchase a Dell with Confidence; Michigan State University FCU; Tax Season Key Dates; Shop America for the Holidays;

December 2011 Newsletter

Breaking News

Thanks for Making 2011 a Success

With 2011 soon coming to an end, the Invest in America team would like to take this opportunity to thank you for your participation in the program. We are proud to continue to be able to provide your credit union with valuable offers and exclusive discounts for your members. Throughout the year, Invest in America is dedicated to bringing these savings to your members and to help your credit union:

- Grow membership and drive member loyalty with IIA's exclusive rewards program.
- Generate more auto loans with GM.
- Boost credit/debit card transactions with Shop America, Dell and Intuit/TurboTax.
- Create non-interest income with Sprint.

Thanks to you, 2011 has been a success for IIA, credit unions like yours and your members. Through November, 484,278 vehicles have been sold through the IIA program to credit union members in every state, saving them an estimated \$330 million. More than 1.3 million members are participating in the Sprint program and have saved over \$158 million on wireless services, simply because they are credit union members.

And it's getting better. We're thrilled to have added Dell as a new partner this year. Credit union members are now able to save up to 30 percent on select PC packages and up to 10 percent on thousands of electronics and accessories

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

3,314 credit unions promoting IIA

80% of national credit union membership reached through supporting credit unions

Sprint

\$158 million saved by credit union members

1,561 credit unions supporting the program

Sales

2,031,077 members have taken advantage of IIA discounts

484,278 vehicles sold through November 2011

252,947 new credit union auto loans through November 2011

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such as TVs, printers and cameras from all the major brands. We've also partnered with the Members Auto & Homeowners Insurance program to save your members up to 10 percent on their insurance needs. Through our acquisition of CUTS Performance Marketing, we have partnered with Intuit and are able to offer a 15% discount on all TurboTax Online Federal products.

Throughout 2011, Shop America proved yet again that it is a popular and successful way for your credit union to promote its credit/debit card programs. Shop America and its more than 1,200 online retailers, as well as its cash-back incentive, is making the holidays brighter for credit union members nationwide thanks to great Black Friday and other holiday specials.

In 2012, we will continue to bring in partners to the IIA mix with discounts your members will find valuable and will also enable your credit union to promote its core services in conjunction with them.

Thank you again for your participation and continued support of the Invest in America program. We all look forward to working with you in 2012 to make IIA even more successful in driving business to your credit union and of greater value to your members.

Have a safe and happy holiday season!

Chevrolet, Buick and GMC Place National Ads



Just in time for the end-of-the-year holiday shopping blitz, a new nationwide advertising campaign highlighted the exclusive discount credit union members receive by purchasing GM products through Invest in America.

The two full-page, color ads ran in USA Today on November 22 and November 29, as well as online on five prominent websites: AOL, Cars.com, MSN, Yahoo and AutoTrader.com. The ads tout GM as the only car company offering a discount for credit union members and encourages members to "save hundreds, even thousands on a new GM vehicle."

"This is a major milestone in the win-win relationship between a prominent American company and America's credit unions," said David Adams, CEO of CU Solutions Group, the parent company of Invest in America. "This unprecedented advertising campaign shows GM's dedication to a successful incentive program which has been part of promoting the importance of the domestic auto industry."

The Invest in America partnership between GM and credit unions began in December 2008 and has since provided discounts to members on more than 330,000 vehicles and brought more than 146,000 auto loans to credit unions.

Credit Unions and Leagues Earn Big from Sprint



As another year comes to a close, CU Solutions Group is excited to again be able to funnel millions of dollars back into credit unions and leagues for their efforts in support of the program. We'd like to take this opportunity to thank you for your marketing efforts throughout 2010/2011. To date, credit union members have saved over \$158 million dollars through the Sprint Credit Union Member Discount program. This is another example of credit unions doing what they do best, saving members money.

Participating Leagues and credit unions can expect to see their incentive checks between mid and late December.

Sprint Keeps Piling up the Awards

Credit unions and their members are already big fans of the Sprint Credit Union Member Discount. Seems like they're not the only ones. Many publications, websites and companies are ranking Sprint #1:

- *The HTC EVO™ is the #1 Best Smartphone in America.* – PCWorld, June 21, 2011
- *Sprint is #1 among all major wireless carriers for highest satisfaction in value.*
– 2011 American Customer Satisfaction Index
- *Sprint ranks #1 in small business wireless value.*
– 2010 ATLANTIC-ACM Business Connectivity Report
- *Best cell phone plan – Sprint's Any Mobile, Anytime.*
(Refers to Everything Data plan with 450 minutes.) – Kiplinger's
- *...the only carrier left standing with a true unlimited data situation.*
– Gizmodo, September 2011
- *The Photon is a meat-chewin', 4G-rainbow riding, powerful Android handset.* – Gizmodo
- *The Samsung Galaxy S™ II Epic™ Touch 4G absolutely screams.* – Gizmodo
- *Highest Satisfaction with the Purchase Experience among Full Service Wireless Providers in a Tie.* – JD Power

Want to offer your members a great discount with a #1 wireless company? Visit the [Sprint page of LoveMyCreditUnion.org](#) to sign up. To see what others are saying, [take a look here.](#) ■

New Promotions

Members Can Purchase a Dell with Confidence



Dell Advantage brings credit union members award-winning products, worry-free service and the best price around. Members that purchase an exclusive Dell package valued at \$699 or more will be covered by Dell Advantage which provides worry-free care with the following:

- **FREE** one-year in-home service
- **FREE** Accidental Damage Insurance for one year
- **Premium** phone support on hardware and software
- **15 months** of anti-virus security
- **5% back** in the form of a Dell gift card

Your credit union members can also receive **discounts of up to 10%** on thousands of electronics and accessories such as TVs, printers and cameras. Saving is as easy as 1-2-3:

1. Get the coupon from Dell's Electronics and Accessories Homepage
2. Shop for the desired products
3. Enter the coupon code during checkout

Plus, members can take advantage of exclusive member-only holiday specials.

To access these great deals members must visit the [Dell discount page at LoveMyCreditUnion.org](#). To help your credit union promote this discount to its members, just visit the [Dell marketing materials page of the Partner Center](#) to download free posters, take-ones, banners and more. ■

Michigan State University Federal Credit Union



For almost 75 years, Michigan State University Federal Credit Union (MSUFCU) has been serving its community. As the largest university-based credit union in the world, it strives to develop in ways that benefits its membership. For the past four years, this included offering them TurboTax discounts through Invest in America.

“We had many members asking us for a tax solution,” explains the credit union’s Executive Vice President/Chief Operating Officer April M. Clobes. “The TurboTax program offers a well-known solution to our members at a discounted price.”

To keep its membership informed of the TurboTax discount, MSUFCU sends out emails, includes articles about it in its newsletter and has online banners on its website, including the home banking area. The marketing must be effective, Clobes states that the number of members taking advantage of the discount grows each year. She says she feels this increase reinforces the credit union’s decision to provide the offer to its membership.

“The members are pleased to receive the discounted pricing and see it as a value to their membership,” says Clobes. “We have many young members that do all their business online, and the ease of use of TurboTax has been great and quickly adopted by our members.”

For those credit unions still on the fence about providing the tax services discount to its members, Clobes has this to say, “I think that credit unions should offer the TurboTax program as another tool to engage members and provide a reason for them to come to the credit union’s website. By offering the TurboTax program at a discount, the members feel they are receiving a special benefit exclusively for them.” ■

Hot Topics

Shop America for the Holidays



Help your members save when shopping this holiday season – remind them that they can save with Invest in America and its online mall Shop America. To help remind them, we’ve got a banner ad campaign running throughout the holidays.

There are three individual campaigns running, each with its own banner ad. The banners have corresponding formats, each including an initial slide targeting credit union members, additional slides highlighting some of our high profile partners and end with the “own your money” theme with the IIA logo. The call to action for the banners is for the viewer to check out the discounts and start saving right away, or to find and join a local credit union.

The three individual campaigns are running from now until December 31 and include:

- **Holiday Shopping**
- **Holiday Electronics**
- **Holiday Entertaining**

So, keep a look out for our latest Invest in America ads when you’re online this holiday season!

Tax Season Key Dates and Marketing Best Practices



If you are enrolled in the TurboTax and/or Jackson Hewitt member discount programs available through Invest in America, don't forget to take advantage of your FREE marketing collateral which includes:

Marketing Collateral	Cost	Services	Key Dates
Co-branded Statement Inserts & Branch Posters	FREE	CU Solutions Group (CUSG) pays for the printing and shipping costs to your mail house, branch offices, etc.	Order by 12/15/11
Web Banners (Static and Animated)	FREE	If you need a custom-size Web banner, CUSG provides them in whatever size you need at no cost to your credit union	Post Banners December – April
Co-branded HTML Email Templates	FREE	If your credit union doesn't have the ability to send the HTML email on your own, CUSG can send the emails to your member list on your behalf for FREE	Send first email by 1/26/12
Newsletter, Email & Social Media Messaging	FREE	Available in the Network	Include in member communications by 1/26/12

If you haven't done so already, log in and access your FREE tax service marketing materials today.

Need another reason to enroll in the TurboTax program? **TurboTax now offers Live Tax Advice for Free by phone and Web chat** so your members will feel even more confident about using TurboTax to file their tax return!

If you haven't enrolled in the Invest in America tax service programs – it's not too late.

[Click here to learn more and enroll online.](#)

Members Continue to Enter the Invest in America Sweepstakes



The Invest in America Sweepstakes is in full swing and we're continuing to get some great feedback from participating credit unions. As of December 1st, 10,936 members entered the sweepstakes. On average, members are visiting the IIA Sweepstakes promotion three to six times per registrant. Another great statistic is that out of the thousands of members who entered, 343 of them have referred 568 other people!

56.2 percent of members who have entered the IIA Sweepstakes have opted to receive emails from IIA regarding its exclusive credit union member discounts. As you can see, the IIA Sweepstakes drives results that can impact your credit union. Is your credit union promoting the Sweepstakes to your members? Credit unions that were participating in IIA as of October 14th are eligible to participate in the Sweepstakes and give their members a chance to win one of these fantastic prizes:

- **Grand Prize** – 2012 Chevy Cruze LTZ (Estimated retail value of nearly \$28,000)
- **First Place** – Sprint wireless package, including a tablet, smartphone and gift card (Estimated retail value of \$5,000)
- **Second Place** - \$1,500 gift card to spend at Shop America

Make sure your members enter now as the sweepstakes ends December 31, 2011.

All members have to do is visit www.IIASweepstakes.org to enter the sweepstakes* and to access the official rules.

Looking to promote the sweepstakes on your credit union's Twitter or Facebook pages? We even have some fun Tweet-length content you can use (link posts to: www.iiasweepstakes.org)

- Oprah's not the only one who gives away free cars. Enter the Invest in America Sweepstakes for a chance to win a 2012 Chevy Cruze LTZ.
- Have tablet or smartphone envy? You could win a \$5k Sprint package – just enter the Invest in America Sweepstakes.
- Calling all shopaholics ... How does a \$1,500 Shop America gift card sound? You could win one from the Invest in America Sweepstakes.
- If you like to win free stuff (like a car, wireless package or gift card) – then you should enter the Invest in America Sweepstakes.
- Chevy, Sprint and Shop America- oh my! You could win a great prize from one of them – just enter the Invest in America Sweepstakes.

Other free support marketing materials are available on the IIA Partner Center.

[Click here to view and download the marketing materials.](#)

* No purchase necessary. Consumers who are currently a member of a credit union as of November 1, 2011 at 12:01 a.m. EST and are at least eighteen (18) years of age are eligible. Only one entry per e-mail, per day is permitted. The winner of the Grand Prize must have a valid driver's license. Winners will be drawn at random and notified by January 3, 2012.