

Invest in America[®]

Credit Union Member Rewards

Grow. Invest in America.



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August 2011 Newsletter

Breaking News

LoveMyCreditUnion.org Meets Android

We've recently created an Android app for LoveMyCreditUnion.org. The app lets users find a credit union near them, learn about the latest IIA discounts, get financial tips and discover more about credit unions in general.

Let your members know they can take LoveMyCreditUnion.org and IIA with them wherever they go! [Download the Android app here.](#)

More of an iPhone/iPad fan? We've got you covered there too. LoveMyCreditUnion.org has an iPhone/iPad app that includes everything the Android app does, but in Apple style. [Download the iPhone/iPad app here.](#)

New Promotions

The Credit Union Member Discount from GM Just Got Better



Your members can hit the road this summer with extra savings from the Credit Union Member Discount from GM. Credit union members are already saving big on a new Chevrolet, Buick or GMC vehicle. But new consumer cash incentives of \$2,000-\$3,000 can be combined with this exclusive member discount to help them save even more!

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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

2,943 credit unions promoting IIA

71% of national credit union membership reached through supporting credit unions

Sprint

\$124 million saved by credit union members

1,381 credit unions supporting the program

Sales

1,921,922 members have taken advantage of IIA discounts

477,151 vehicles sold through July 30, 2011

242,821 new credit union auto loans through July 30, 2011

Read, Like or Follow Us



lovemycreditunion.org

GM is offering combined savings on crossovers, full-size SUVs or the Buick Regal. Here's an example of how it works if members purchase a 2011 GMC Yukon:

Yukon SLE 2WD MSRP starting at:	\$39,895.00
GM Preferred Pricing	\$37,727.78
Consumer Cash	\$ 3,000.00
Price You Pay	\$34,727.78
Member Savings	\$ 5,167.22

Remind members they can save even more when they finance their new GM through your credit union and take advantage of your competitively low loan rates.

Learn more about the Credit Union Member Discount from GM on the [GM page of LoveMyCreditUnion.org](#). Don't forget to check out the [free GM marketing materials](#) from Invest in America to promote the discount at your branch and on your website. ■

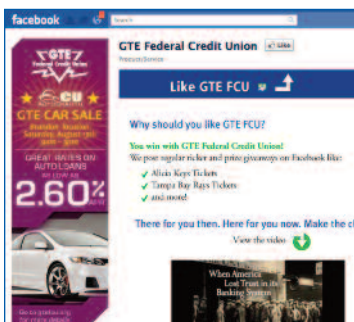
CU Spotlight

GTE Federal Credit Union



GTE Federal Credit Union in Florida joined Invest in America (IIA) nearly a year ago, took part in our GM Private Offer and is now going gangbusters promoting the program in its branches, on its website, via social media and much more. The fact that they're fully embracing the program is a direct reflection on why they joined IIA in the first place, "We saw it as an opportunity to offer enhanced membership benefits, throughout various industries and across our entire membership base," explains Mandy Zurbrick, vice president of member marketing and promotion. "Specifically, we felt being able to extend GM Preferred Pricing to members would be a great way of stimulating GTE FCU auto loan growth."

Not satisfied with using only traditional channels to promote IIA, GTE FCU is being extremely proactive in their efforts, "We promote the program throughout our member channels –statement messages and inserts, video posters in our centers, in a special section in our monthly newsletter and [on our website](#). For example, the Allied Member Discount offer was a perfect feature on our home loans website, [GTEMortgages.com](#)," states Mandy.



It's obvious that GTE FCU understands how IIA can be fully integrated into their credit union to promote various products and services and, in turn, help them increase their loans, revenue, etc. Since all of IIA's partners are selected with credit unions in mind, GTE FCU has been able to easily integrate and promote the discounts. "We are excited to promote various discount programs to relevant target segments within our membership," Mandy says. "We plan to offer specific promotions to members by demographic. Using our online banking channel will help keep our costs low."

GTE FCU is an ideal example of how credit unions can think out-of-the-box when promoting IIA and yet still target specific members in an affordable way. One visit to [their Facebook page](#) and you'll see how creative they've been with their promotions. It's this proactive mentality and positive support of IIA that is making the program such a success at their credit union. Mandy explains, "Invest in America aligns with the credit union philosophy. The program increases member value, reinforces your commitment to community and allows you to contribute to the recovering strength of the economy. We are proud to be associated with Invest in America." ■

New Sprint Contract Year on the Horizon



Thanks to Sprint's partnership with Invest in America, over 1.3 million member subscribers helped produce significant non-interest income for participating credit unions. With that in mind, we're excited to announce that the next Sprint Contract Year begins October 1, 2011. Newly enrolling credit unions that submit an exclusive agreement and send their first insert in October will be enrolled at the 100% level. Just remember, those inserts will need to be ordered by September 1, 2011.

Effective October 2011, there will be two levels of participation for the Sprint program:

Exclusive participation – Credit unions earn **100%** of their eligible marketing incentive

Non-exclusive participation- Credit unions earn **50%** of their eligible marketing incentive

Keep a look out for the Sprint contract addendums which are in route to current participating credit unions. To help things run smoothly, **please have the addendums returned to us by September 1, 2011**. If you have any questions, please contact Sprint Program Manager Rhonda Peruski at 800.262.6285, ext. 521 or rhonda.peruski@cusolutionsgroup.com.

Sprint Verification Update

Good News! Credit union members that are currently taking advantage of the discount will NOT need to verify their credit union membership as previously indicated. Only members that are signing up for the discount for the first time will need to verify their CU membership.

What TurboTax and Jackson Hewitt Can Do for Your Credit Union



Findings from a recent Intuit survey highlight the benefits of partnering with Invest in America to offer TurboTax and Jackson Hewitt discounts to your members:

95% of members felt favorable towards their credit union for providing a TurboTax/Jackson Hewitt discount

Over **75%** of participating credit union members deposited their tax refund with the credit union that provided the discount

Approximately **20%** of members plan to fund investments such as IRA accounts through their credit union with their tax refund



Take advantage of these member retention benefits for your credit union. [Click here to enroll online now for TurboTax and/or Jackson Hewitt.](#)

Back to School Savings at Shop America



Invest in America and partner Shop America team up every day to help your members save money with over 1,200 online retailers. Now members can save even more when shopping for the upcoming school year. Members already receive cash back on every purchase through Shop America, but from August 15 through September 15, 2011, members will receive **double cash back** on purchases from select stores. Members can shop such favorites as Wal-Mart, Target, JCPenney, Kohl's and Footlocker for clothes, Dell and HP Home for electronics and Barnes and Noble and Office Depot for school supplies.

Saving is easy. Members simply reach the online mall by visiting LoveMyCreditUnion.org. Once there, members can register for an account and start shopping. They'll earn double cash back incentives for each purchase from the stores listed above, plus cash back from the rest of the online merchants. No matter what they need for school, members will find it at Shop America. In our September newsletter we will unveil the details of the online advertising campaign launching later this month to promote these great credit union savings for members and potential members. ■