

# Invest in America<sup>®</sup>

Credit Union Member Rewards

Grow. Invest in America.



## In This Issue:

Dell Comes to IIA; The Invest in America Sweepstakes; Members Save This Tax Season; LoveMyCreditUnion.org Gets a Facelift; Goodbye to CU Benefits Express; DIRECTV Extends Promotions; CU Spotlight; CU Loan Banner on GM Microsite; Sprint Webinar; IIA's Online Campaign

October 2011 Newsletter

## Breaking News

### Dell Becomes Newest Invest in America Partner



The Invest in America team is thrilled to announce that beginning October 17 Dell will be the newest partner to participate in the program. Your credit union members can now receive exclusive discounts of up to 30% on all Dell products such as laptops, desktops, printers and tablets. Dell is also offering exclusive

discounts on a huge selection of electronics and accessories from all the major brands. Visit the [Dell section of LoveMyCreditUnion.org](#) for details.

### Members Can Win Big with the Invest in America Sweepstakes

Because your credit union participates in IIA, your members are eligible to enter the [Invest in America Sweepstakes](#) (runs from Nov. 1 – Dec. 31, 2011) and could 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

We've set up a special microsite, [www.IIASweepstakes.org](#), to make it easy for your members to enter the sweepstakes\* and to access the official rules. We've also created free support marketing materials so you can promote the sweepstakes at your credit union. [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.

## 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

3,051 credit unions promoting IIA

72% of national credit union membership reached through supporting credit unions

### Sprint

\$138 million saved by credit union members

1,541 credit unions supporting the program

### Sales

1,965,579 members have taken advantage of IIA discounts

468,786 vehicles sold through September 30, 2011

248,722 new credit union auto loans through September 30, 2011

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[lovemycreditunion.org](#)

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## Two Easy Ways to Help Your Members Save This Tax Season

Enroll now to help your members save on their tax preparation with these great offers from TurboTax and Jackson Hewitt:

- Members save up to 15% on TurboTax federal products and get a chance to win \$15,000!\*
- Members save \$30 on Jackson Hewitt tax preparation services

We provide your credit union with all the marketing materials you need, including co-branded statements, at no cost to you. All you need to do is promote these discount offers.

[Click here to enroll online and make these discounts available to your members.](#)

\*15% TurboTax discount and \$15,000 Sweepstakes reserved for TurboTax Promoter level participants. See Tax enrollment form for details.



## LoveMyCreditUnion.org Gets a Facelift



We are excited to share the changes that have been made to LoveMyCreditUnion.org. It now has a Share Your Credit Union Love pop-up social media bar on the bottom of the page that can be expanded or hidden. This section includes a live Twitter feed, LoveMyCreditUnion.org social media channels and a place for members to sign up for Invest in America emails. This dynamic element was created to bring a new dimension of interactivity to the website for our visitors.

So, if it's been a few days since you've stopped by, we invite you to visit [LoveMyCreditUnion.org](#) and check out the new changes. [n](#)



## CU Benefits Express Leaves Invest in America

Effective Friday, November 25, 2011, Invest in America will no longer offer the CU Benefits Express monthly discount service for medical and lifestyle products and services. Although this program has generated interest, few members have elected to subscribe to the service. CU Benefits Express is also the only IIA offer that required members to pay a monthly subscription fee to take advantage of the available discounts. Therefore, the decision has been made to discontinue the offer. Members who have subscribed to the service will be able to continue with the program after November 25. Invest in America continues to evaluate numerous opportunities for new offers including many similar to the discounts previously available through CU Benefits Express.

## DIRECTV Extends NFL and Movie Channel Promotions



DIRECTV has extended the free NFL Sunday Ticket offer through November 23, 2011. New subscribers selecting the Choice Extra package or above will be able to catch all the NFL action still remaining this season for free. Plus, by agreeing to pay their DIRECTV bill through auto bill pay, members are eligible to receive free HD in every room with a free HD DVR and up to three HD receiver upgrades, some conditions may apply. Members will also receive Showtime, STARZ, HBO and Cinemax free for three months. And with the credit union member discount, which includes \$10 off each of the first twelve monthly bills and a \$40 rebate, members can save an additional \$160 – plus, you'll be offering your members the best deal in town for DIRECTV! For complete offer

## FirstLight Federal Credit Union



New to Invest in America, FirstLight Federal Credit Union has already taken a proactive approach to offering the program's valuable discounts to its members. Based in El Paso, Texas, Firstlight FCU has created a page on their website entitled [Exclusive Discounts for Our Members](#) that outlines all of the IIA partner discounts, including links to the partner discount pages on LoveMyCreditUnion.org. You can [click here to take a look at their IIA-centered Web page](#). They've also included IIA Web banners on their home page and their discount page that link directly to the LoveMyCreditUnion.org home page.

In addition to their online efforts, FirstLight has already taken advantage of the free marketing materials IIA offers in their [Partner Center](#). And to help the IIA program be a success at their credit union, FirstLight has taken the time to ensure their staff is educated on the details of the discount program so they can speak about it intelligently to their members. Future marketing plans entail turning up the volume on what they're currently doing.

Judy DeHaro, executive vice president of operations at FirstLight FCU describes Invest in America as being a win-win for all involved, "The Invest in America program offers mutually beneficial rewards and incentives for everyone that takes part. Members gain savings for their purchases, FirstLight FCU gains income from member activity and America's economy gains from increased consumer spending." n

## Hot Topics

### Credit Union Loan Banner Added to GM Microsite



**GMC**

Thanks to GM's support, credit unions have the ability to add their information to be included in the loan link on the [IIA GM microsite](#). Based on credit union feedback, GM has added a banner on its microsite providing a much more prominent link to secure a credit union loan. When members are looking to obtain an authorization number for GM Preferred Pricing, they can find their credit union's name on a drop-down menu that then links them to the credit union's page of choice – whether it's a page on loan information or an online application.

We're more than happy to report that over 800 credit unions have already taken advantage of this link by providing us with their information. It's free, virtually effortless and the rewards to your credit union are endless. To join the hundreds of credit unions already listed on the microsite, we just need your credit union's name, state and a link (URL) of where members can either apply for an auto loan or learn how to apply for one. We also need the name and contact information for the person to reach in case there's an issue with your link. All of this information needs to be sent to [IIAloanapplication@cusolutionsgroup.com](mailto:IIAloanapplication@cusolutionsgroup.com).

### Sprint Network Vision Webinar



Invest in America participating credit unions are invited to attend a Sprint webinar about their next-generation wireless network which is expected to revolutionize the telecom industry and further enhance voice quality and data speeds for customers. The Network Vision plan encompasses 3G, 4G

and Sprint Direct Connect services providing distinct advantages for customers using these technologies today and in the future.

During the Network Vision webinar, you will learn about Sprint's network modernization plan and how it will benefit your business. Sprint continues to lead the telecommunications industry as the first national carrier to offer wireless 4G services and through network modernization; they are poised to revolutionize the industry once again. Please attend the webinar to learn how Network Vision will benefit your credit union.

**Register for a session now by clicking a date below:**

- [Tue, Oct 25, 2011 12:00 PM - 1:00 PM Central](#)
- [Wed, Oct 26, 2011 12:00 PM - 1:00 PM Eastern](#)
- [Thu, Oct 27, 2011 12:00 PM - 1:00 PM Pacific](#)

Once registered, you will receive an email confirming your registration with the information you need to join the webinar.

## Take Advantage of IIA's Online Campaign



Invest in America's new online media campaign and marketing materials are a success! They have helped bring increased traffic to [LoveMyCreditUnion.org](http://LoveMyCreditUnion.org). As we mentioned last month, all of our IIA partners have new marketing themes that complement the main "own your money" campaign and the supporting online media campaign will run until the end of the year.

Take advantage of our online media campaign by tying your core products and services to IIA's featured partners. Here's the schedule for the Internet Web banner display and search campaign:

- **GM** – Now until December 31
- **Overall Invest in America** – Now until December 31
- **Home Improvement** – Now until November 6
- **Holiday Shopping** – November 7 to December 31
- **Holiday Decorating** – November 7 to December 4
- **Holiday Entertaining** – December 5 to December 31

The home improvement promotion incorporates partners such as Allied Van Lines®, MEMBERS® Auto & Homeowners Insurance and DIRECTV® as well as Shop America online retailers like Home Depot, Sears, Crate and Barrel and more. This theme can be coordinated with your mortgage and home equity loan activities, while the GM theme complements your auto loan activities. To take full advantage of the IIA online campaign, visit the [LoveMyCreditUnion.org Partner Center](http://LoveMyCreditUnion.org) for campaign Web banners, posters, inserts and other great marketing materials. [n](#)