

Invest in America[®]

Credit Union Member Rewards

Grow. Invest in America.



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September 2011 Newsletter

Breaking News

Invest in America Receives the 2012 Herb Wegner Award

The National Credit Union Foundation (NCUF) has announced that Invest in America is the winner of the 2012 Herb Wegner Memorial Award for Outstanding Program. The award is to recognize IIA's innovative endeavors such as raising awareness of the credit union difference, providing member discounts, helping credit unions increase member loyalty and funding financial literacy initiatives like *Biz Kid\$*.

"[CU Solutions Group](#) and the Michigan credit union community are honored by this prestigious recognition," MCUL & Affiliates CEO David Adams said. "Invest in America was born during the credit crisis in the fall of 2008 when U.S. automakers could not sell vehicles in part, due to a lack of consumer credit. Credit unions stepped in to help fill the void and Invest in America partnerships helped GM and Chrysler weather the storm as credit unions gained market share in new vehicle financing for GM and Chrysler products."

NCUF Awards & Recognition Committee Chairman Bob Schumacher said choosing IIA for the award was easy, "Rarely has the Awards and Nominating Committee collectively scored a program so high. When you look at the numbers that support Invest in America's efforts, the outcome is so overwhelming, it's hard to grasp or comprehend all its immensity."

This will be one of three Herb Wegner Memorial Awards presented at a special dinner hosted by NCUF at the Grand Hyatt Washington on March 19, 2012 — Monday night of the 2012 CUNA GAC. [Click here to read the NCUF press release about this honor.](#) ■

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

2,995 credit unions promoting IIA

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

Sprint

\$132 million saved by credit union members

1,494 credit unions supporting the program

Sales

1,954,988 members have taken advantage of IIA discounts

458,388 vehicles sold through August 31, 2011

245,886 new credit union auto loans through August 31, 2011

Read, Like or Follow Us



New Promotions

Your Members Will Save 15% on TurboTax and Could Win \$15,000!



Become a **TurboTax Promoter** and your credit union members will:

- Save 15% on all TurboTax Federal products
- Automatically be entered to win \$15,000 in the TurboTax Sweepstakes, by starting their return on your credit union's TurboTax Sweepstakes microsite. (January 5 – February 21)

To become a **TurboTax Promoter** and give your members a chance to win, simply enroll below and agree to the following:

1. Send two TurboTax emails during the tax season.
2. Include TurboTax messaging in your January newsletter or inserts (CU Solutions Group provides free inserts).
3. Post a TurboTax banner on your website home page and online banking section.

CU Solutions Group provides you with a variety of **free** marketing materials to make it easy to offer TurboTax to your members including standard and custom Web banners, html email templates, printed statement inserts and posters and newsletter messaging. If you are unable to send the TurboTax emails on your own, CU Solutions Group will do it for you for free through the IIA Email Program using your member email list. To become a TurboTax Promoter and give your members a chance to win, simply enroll below and agree to the following:

[Click here to find out more and enroll online today.](#) ■

DIRECTV Kicks Up the Savings



Credit union members have been saving hundreds with [DIRECTV](#) for a while now. But the savings just got better. Your members can now save \$160 when subscribing to DIRECTV through Invest in America. This is a 100% increase in savings! Members were saving \$5 per month, they now save \$10 per month plus a substantial \$40 rebate from Invest in America.

For your members who are sports fans, from now through October 5, 2011 they can receive the NFL Sunday Ticket for free for the season with a new DIRECTV activation with the Choice Extra package or above. For movie fans, this offer also includes HBO, Starz, Showtime and Cinemax free for the next three months. ■

CU Spotlight

Langley Federal Credit Union

While Invest in America has Shop America, Langley Federal Credit Union has its own Shop Langley. Shop Langley lists discounts from local companies as well as from national IIA partners. Langley FCU uses their website as a key marketing tool for IIA.

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“We built the Shop Langley section of our site to feature many discounts and offers provided to our members. The Invest in America program is a major part of that area,” explains Langley FCU Senior Vice President and Chief Marketing Officer Brett Noll. “We also cross-educate the deals on relevant pages, such as mentioning car savings where we present vehicle loan information.”

A participating credit union since IIA began, Noll has kind words for the program when asked why other credit unions should join IIA, “My question would be, why wouldn’t a credit union take advantage of the service? The IIA team isn’t high pressure and has done a great job accommodating our needs – and they do a good job ensuring that the value is there for the credit union member.”

Its membership is the cornerstone to everything Langley FCU does, including providing its members with IIA’s valuable discounts, “We’re always looking for ways to enhance the value of membership. The program has grown and now offers a variety of great deals and our members truly appreciate their credit union for making these avenues of saving available,” states Noll.

Staff and member reactions to IIA have been nothing but positive, “To sum it up in a word, appreciation,” Noll says. “Staff and members simply appreciate the fact that the credit union cares enough to help them save money when they’re shopping.”

Langley FCU’s future marketing plans for IIA are simple yet potentially powerful: education. Noll explains, “We intend to continue promoting Invest in America in publications and our main goal moving forward is to better educate staff about these offerings so they can understand the program, take advantage of offers and, in turn, educate our members.” ■

Hot Topics

New IIA Campaign is Now Online

own your money.
you earn it. credit unions think you should own it – 100%.



Invest in America now has a new look with new marketing materials to match. The messaging is “own your money” and centers on how credit unions and Invest in America put members’ financial needs first. All of our IIA partners have new marketing themes that complement the “own your money” campaign and we’re kicking it off with a strong online media campaign.

We’re focusing on the various themes and partners throughout this Internet Web banner display and search campaign:

- **GM** – Now until December 31
- **Back to School** – Now until September 15
- **Overall Invest in America** – September 19 to December 31
- **Home Improvement** – September 19 to November 6
- **Holiday Shopping** – November 7 to December 31
- **Holiday Decorating** – November 7 to December 4
- **Holiday Entertaining** – December 5 to December 31

The current GM banners feature the headline “Drive your savings even further” and the back to school theme is “Demonstrate your higher intelligence.” The entire online media campaign runs through the end of the year.

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We have fresh marketing materials to complement the Internet marketing push. Playing off the “own your money” theme, you can choose from both [back to school](#) and [GM materials](#), as well as an [all-encompassing IIA campaign](#). These three new campaigns can be found under Marketing Materials at the Partner Center of [LoveMyCreditUnion.org](#). And stay tuned if you’re looking for updated Sprint marketing materials, they’re coming soon! Our goal is to get all of our IIA marketing materials updated in the near future. ■

Return Your Sprint Addendums



On August 3, 2011 credit unions that were signed up for Sprint prior to January 1, 2011 were sent a Sprint addendum. We asked that the addendum be returned by September 1, 2011 and as of this publication we have received well over half the required responses. If you have not yet returned your addendum, please make sure you do so your credit union can be included in the new contract year.

If you haven't already sent it, this is what you need to do:

- Choose your level of participation: Exclusive or Non-exclusive
- Sign and return it to Rhonda Peruski, Sprint Program Manager as soon as possible via email at Rhonda.Peruski@cusolutionsgroup.com or fax at 734-793-1540.

Please note that exclusivity is in reference to **wireless carriers only**, so don't miss out on your opportunity to earn 100% of your marketing incentive. ■

Weekly Authorization Request Report Email



Beginning in September, each week we'll send you a list of your credit union members that requested a GM Authorization Code. If none of your members requested Authorization Codes during the prior week, you will not receive an email. In an effort to secure the financing, we highly recommend that you follow-up with these members who are in the market to purchase a new vehicle. In some cases, the member may have already purchased a new Chevrolet, Buick or GMC vehicle and secured financing from a source other than your credit union. This member list still provides an excellent follow-up opportunity to refinance these members with your low credit union rates.

These reports can also be obtained at anytime by visiting www.lovemycreditunion.org and in the Partner Center click on Credit Union Reports to locate them. You will need your user ID and password. ■

Want to Learn More?



The Invest in America team truly appreciates your credit union's support and participation in all we do. But did you know that we're part of a larger organization – [CU Solutions Group](#)? CU Solutions Group (CUSG) is dedicated to helping credit unions and leagues serve, grow and build financial strength by offering solutions in technology, marketing, membership enhancements and performance management.

One way that CUSG does this is by providing useful and timely information for each of its divisions in a monthly e-newsletter. It's a great way to get helpful tips, industry best practices, company updates and insightful articles that delve into issues your credit union or league faces every day.

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To sign up for the monthly CUSG eNewsletter and to read back issues, please [visit the newsletter page of the CU Solutions Group website.](#) ■