




# Invest in America®

## Credit Union Member Rewards



### Investing in Credit Unions. Investing in Members.

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**In This Issue:** Spring Fever Promotion; New LoveMyCreditUnion.org Launches; Sprint Gives Credit; Stack the Savings with GM; AutoNation Direct Expands Markets; CU Spotlight: Great Lakes CU; Latest Web Banners?

March 2011 Newsletter

## Breaking News

### Celebrate Spring with Invest in America

With spring comes a lot of holidays: Easter, Passover, Mother’s Day, Father’s Day, graduation and more. Invest in America can help your members save on gift-giving at [LoveMyCreditUnion.org](http://LoveMyCreditUnion.org).

Flowers for mom? The latest gadget for a dad or grad? Invest in America has money-saving offers from FTD and Shop America:

FTD offers significant savings not only on gorgeous flowers, but also spa sets, chocolates, wine baskets and more. And if members do order flowers, FTD has their “Good as Gold” **7-Day Satisfaction Guarantee** that their flower arrangements will last at least 7 days – guaranteed. Plus, they have same day delivery available.

With Shop America, members can save, get cash back and have access to more than 1,200 online retailers, including some of the largest and most popular, at great discounts. And every time they earn \$10 or more, they’ll get a check as a thank you.

**Give your members spring discount fever with Invest in America! Visit [LoveMyCreditUnion.org](http://LoveMyCreditUnion.org) to check out the latest offers or visit the [Marketing Materials](#) page within the Partner Center for new Spring Fever materials. ■**



## 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
- 2,871** credit unions promoting IIA
- 71%** of national credit union membership reached through supporting credit unions

### Sprint

- \$93 million** saved by credit union members
- 1,265** credit unions supporting the program

### Sales

- 1,561,458** members have taken advantage of IIA discounts
- 395,487** vehicles sold through February 2011
- 228,731** new credit union auto loans through February 2011

[www.LoveMyCreditUnion.org](http://www.LoveMyCreditUnion.org)



## The New LoveMyCreditUnion.org is Here!



After much hard work and great anticipation, the new **LoveMyCreditUnion.org** launched on Monday, March 7th. Our goal for the website was to make it easier to navigate and have a clean look utilizing plenty of white space and a harmonious color palette.

The Partner Center is now located on the upper right section of the homepage in the header. The look and content of the Partner Center itself should be familiar and easy-to-use for our credit unions participating in Invest in America.

We hope you like our updated look and find it enjoyable to use! ■

## ■ New Promotions

### Sprint Gives Credit



From now until April 16, 2011, when credit union members switch to Sprint, they'll receive a service credit\* for each newly activated line of service. Members will get \$125 per line for each smartphone and \$50 per line for feature phones.

This credit is in addition to the Sprint Credit Union Member Discount that includes 10% to 15% off select regularly priced monthly service plans and waived activation and upgrade fees. Your members could see hundreds of dollars in combined savings.

This promotion runs through April 16, 2011 for individual plans and March 31, 2011 for business plans.

**Visit the [Sprint section of LoveMyCreditUnion.org](#) for promotion details. ■**

\*The credits will be applied to the first or second invoice following the 61st day after the eligible activation. All lines must come from an active wireless line at another carrier and remain active for the 61 days to receive full service credit. Visit LoveMyCreditUnion.org for details.

## GM Lets Members Stack the Savings with their March Truck and SUV Promotion



**GMC**

Credit union members are able to stack up to \$3,000 in savings on top of the credit union member preferred pricing discount:



### 2011 Chevy Silverado 1500 Extended Cab LT 2WD (discount example)

MSRP (sticker price on vehicle) <sup>1</sup>	\$ 30,120.00
Preferred Pricing <sup>2</sup>	\$ 28,537.06
Consumer Cash Allowance <sup>2</sup>	-\$ 2,500.00
Price You Pay	\$ 26,037.06
<b>Your Discount</b>	<b>\$ 4,082.94</b>



1) Tax, title, license, dealer fees and optional equipment extra. See dealer for details.

2) Not available with some other offers. Take retail delivery by 5/2/11. See dealer for details.

It couldn't be a better time for your members to take advantage of these valuable Chevrolet and GMC cash allowances:

- **\$2,000** toward the purchase of a 2011 Chevy Tahoe or Suburban, or GMC Yukon
- **\$2,000** toward the purchase of a 2011 Chevy Silverado or GMC Sierra half-ton regular cab pickup
- **\$2,500** toward the purchase of a 2011 Chevy Silverado or GMC Sierra half-ton extended and crew cab pickup
- **\$3,000** toward the purchase of a 2011 Chevy Avalanche

Marketing materials for promoting the Credit Union Member Discount from GM can be found on the [marketing materials](#) page of the Partner Center. Members should be directed to the [GM page](#) for information on the current March Truck and SUV Promotion and to generate a GM authorization number. Members need to obtain a GM authorization number on the website and have proof of membership before going to a participating dealership. The March Truck and SUV Promotion runs through May 2, 2011.

By promoting the Credit Union Member Discount from GM, you're not only going to save your members money, but it's also the perfect opportunity to tie it to your credit union's auto loans. And don't forget to get them prequalified before they start shopping! ■

## AutoNation Direct Program Expanding to Other States

AutoNation Direct will be opening in the California, Nevada, Washington State, Georgia and Arizona markets in April 2011. These markets are in addition to Florida which has been operating since October 2010.

What does this mean to you and your members?

**AutoNation Direct**

- Exclusive credit union financing
- Discounts up to 15% off publicly published prices
- Up-front pricing
- Thousands of pre-owned vehicles to choose from
- Exceptional customer service throughout
- Certified pre-owned vehicles available with:
  - 3-day, 150 mile money back guarantee
  - 60-day, unlimited power train warranty

Invest in America is providing its usual comprehensive support to the credit unions participating in the expanded AutoNation Direct discount. Our goal for this program is for members to have a very high level buying experience and use credit union financing.

**If you're a credit union or league in one of the participating states, please visit [LoveMyCreditUnion.org](http://LoveMyCreditUnion.org) or contact your National Business Consultant for specifics on the program. ■**

## ■ CU Spotlight

### Great Lakes Credit Union



One credit union participating in Invest in America has embraced the program so much, they've made it their own. Great Lakes Credit Union (GLCU) in Illinois has been with IIA since the beginning, and started actively promoting it just over a year ago.

What sets Great Lakes apart is how they're promoting IIA. One look at their website, [www.glcu.org](http://www.glcu.org), and you'll see their creativity and enthusiasm for the program. They've developed something called GLCU Member Rewards to mirror the look and feel of IIA, but personalized it for their credit union. Marketing Coordinator Tom Hansen even created a logo for their rewards program that they place on all related advertising, including their website, e-newsletter and branch posters.

GLCU Marketing and Business Development Manager Sue Malo explains how it all began, "We realized we were doing a disservice to Invest in America by not promoting it. It took three clicks into our website to find it, and it was just in our auto center. We decided to make it more prominent on our website, which led us to launching the GLCU Member Rewards program in January."

Their personalized version of the IIA program has already seen favorable traffic online. The GLCU Member Rewards page on their website had about 1,800 page views in its first four weeks. And when they promoted the webpage in their most recent e-newsletter, they saw a spike of 400 page views.

Great Lakes' website is just one of several inventive marketing strategies they're using to promote IIA. From the beginning, Sue and her team knew that the GLCU staff would be one of their most powerful marketing tools. When they first signed on they did a training webinar with their Invest in America Business Consultant Leslie Norush. And when they launched GLCU Member Rewards, they trained their staff again.

The training must have been effective. "I know of at least three staff members who have used the program and I even used Shop America and FTD for Valentine's Day," Sue admits.

After all their successes, Sue sees many reasons a credit union should be part of IIA, "It's a single source, a turnkey solution for a best-in-class of programs. The marketing materials have already been created and can be integrated into a website easily. Plus, it should always be about any added value you can bring to your membership." ■

### Have the Latest Web Banners?

To take full advantage of everything Invest in America has to offer, it might be time to check that you're using the most current IIA banners on your website. For some IIA partners we change promotions and their support marketing materials – like Web banners – monthly.

When you proactively update your IIA Web banners on your credit union's site, you're not only keeping current with our promotions, but you're keeping your website's content fresh and exciting for your members. Also, now might be the perfect time to see what IIA partner Web banners are available in the Marketing Materials section of our Partner Center. Our wide selection of partners and [marketing materials](#) makes it simple to tie specific promotions to your core services:

- Highlight the spring Shop America promotion and/or its tax services software discounts on your homepage
- Include a GM banner on your auto loan page
- Have an Allied Van Lines and DIRECTV banners on your mortgage page
- Showcase Sprint, Shop America and FTD on your debit/credit card pages

Our goal is for your credit union to get the most value possible from Invest in America. And one of the best ways to accomplish this is to promote the most current, relevant discounts to your members. Visit the Partner Center and then [Marketing Materials](#) on LoveMyCreditUnion.org for the most up-to-date Web banners and other professionally designed materials. ■

