

Invest in America[®]

Credit Union Member Rewards

Grow. Invest in America.



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February 2012 Newsletter

Breaking News

Dell Email Campaign

With technology constantly changing, members are always looking to update their computers, printers, televisions and more. The Dell discount through IIA not only helps them save when they shop, but it gives your credit union the perfect opportunity to boost your credit card transactions or lines of credit.

The Dell Discount:

- Savings of up to 30% on exclusive packages
- Savings of up to 10% on televisions, cameras and accessories
- Dell Advantage – Members get 5% cash back and premium Advantage Care on select packages of \$699 or more
- The best price guaranteed on computers, electronics and accessories
- There's a February special for members – they just use the coupon code available on LoveMyCreditUnion.org for an additional \$50 off select computers of \$599 or more

In February, IIA is asking credit unions to join in our email campaign to let your members know about this exciting offer from Dell. Visit the [Dell marketing materials page](#) for an email template that's ready to go, or contact us at InvestinAmerica@cusolutionsgroup.com.

Get the Most Out of the Discount for Your Credit Union:

- Access Dell marketing materials in the Partner Center
- New marketing materials include an email template and a February special offer flyer
- Increase loan volume or credit card transactions – print out Dell flyers and include them with the paperwork when you close on a line of credit

Learn more about IIA's Dell discount on the [Dell page at LoveMyCreditUnion.org](#).

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

3,352 credit unions promoting IIA

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

Sprint

\$172 million saved by credit union members

1,600 credit unions supporting the program

Sales

2,072,539 members have taken advantage of IIA discounts

499,540 vehicles sold through December 2011

254,623 new credit union auto loans through December 2011

Read, Like or Follow Us



lovemycreditunion.org

Members Can File, Save and Spend – All in One Place



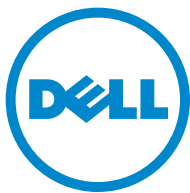
Thanks to Invest in America and our partners **TurboTax**®, **Jackson Hewitt**®, **Sprint**® and **Dell**®, there's no reason for credit union members to go anywhere else this tax season. Your members can file, save and spend with:



- **TurboTax** – They'll love to save when they file with TurboTax. Plus, members can use their **FREE "Ask a Tax Expert"** service by phone or online chat and get personalized answers to their tax questions.
- **Jackson Hewitt** – Get a **\$30*** discount when members have their returns done by their experts.
- **Sprint** – Members can spend their refund with Sprint and get exclusive savings on monthly service plans, cell phones and accessories – plus waived application and upgrade fees.
- **Dell** – Your members will have fun spending their great refund and **saving up to 30%** with Dell on laptops, software, tablets to HDTVs and more.



These Invest in America partners will help your credit union members save when they file, get the best refund they can and save when it's time to splurge! Visit LoveMyCreditUnion.org for more information.



**Discount is available in Jackson Hewitt stores only and is valid until April 30, 2012. Offer valid on tax preparation fees only. Does not apply to financial products, online tax preparation product or other services. Credit union member must visit lovemycreditunion.org and print the \$30 coupon for their credit union and present that coupon at the time of tax preparation. Valid at participating locations only and may not be combined with any other offer. Most offices are independently owned and operated.

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GM Drives Credit Union Auto Loans



Through its partnership with the Invest in America program, GM continues to prove its dedication to drive auto loans to credit unions. Credit unions have an excellent opportunity to secure incremental auto financing with the Credit Union Member Discount from GM. During 2011, 9 percent of all new GM vehicles sold were financed through credit unions. This represents nearly 200,000 vehicles – twice the number of vehicles sold through the Invest in America program – validating GM's commitment to credit unions. It's just good business for GM and GM dealers with credit union average rates running up to 150 basis points less than competing banks.

So, why not help your members save and boost auto loans at your credit union – all at the same time – with the Credit Union Member Discount from GM? Get the details on the [GM page at LoveMyCreditUnion.org](#).

New Promotions

DIRECTV Expands its Discount Program



A great deal just got better. DIRECTV has expanded its \$10 monthly discount to all of its packages, not just its Choice Extra and Above packages. The discount is for the first twelve months and includes an additional \$40 rebate – which saves your members \$160 the first year.

This also means your members can get DIRECTV for as little as \$19.99 per month, for 12 months, with their Entertainment package which offers over 140 channels and includes free HBO, Cinemax, Starz and Showtime for three months.

When promoting this offer to your members, remind them they can pay their monthly DIRECTV bills

using your credit unions credit or debit card to save even more.

This expanded DIRECTV offer is good through March 14, 2012.

CU Spotlight

Great Lakes Credit Union



More often than not you find you have to take something seriously to do it right. And that's just what Great Lakes Credit Union (GLCU) has done with implementing Invest in America. On board with the program since its inception in 2008, GLCU has made IIA its own – almost literally.

“In January of 2010 we personalized IIA to make it appear to be our exclusive rewards program by creating a logo and tagline – Experience Real Rewards. We called it GLCU Member Rewards,” says Sue Malo, AVP of business development for the credit union. “We use the logo on all our marketing materials and have specific marketing posters and stuffers devoted to GLCU Member Rewards that we circulate in the branches.”

GLCU further embraces IIA by placing rotating Web banners on its home page and utilizing a seasonal marketing approach. And if you take a look at their [Facebook page](#) or [Twitter account](#), you'll notice occasional posts regarding the discounts available through the program. The program is also frequently promoted in “The Splash,” their monthly e-newsletter.

Another vital step GLCU takes to ensure IIA's success is to train its staff on the program at least twice a year to update them on the various partners and discounts. The credit union also forwards the IIA Newsletter and our Frontline Staff Update to the branch managers for use in their staff meetings.

GLCU actually measured the program's fourth quarter success. Their website received 1,115 views on their internal [Member Rewards page](#) and observed 144 click-throughs to [LoveMyCreditUnion.org](#). It's positive results like this that makes GLCU happy with its decision to participate in IIA and they haven't looked back.

“IIA was the perfect no-cost solution for us,” Sue states. “If a credit union doesn't join, they are missing out on a great opportunity to add significant value to their membership with no out-of-pocket expense or investment. It doesn't get any better than that – it's a no brainer!” ■

Hot Topics

Sprint Updates Member Eligibility Verification Process



To clarify the Sprint credit union member eligibility verification process, Sprint has differentiated between new and existing customers.

Current members that are already enrolled in the Sprint Credit Union Member Discount don't need to do anything. For credit union members that are looking to receive the Sprint Credit Union Member Discount, here's what they need to do:

New Sprint Customers

1. Members complete Eligibility Verification Form and return to Sprint within 14 days.

2. Sprint will email member, usually within 3 business days that they received the form.
3. It will take 1 to 2 billing cycles for the member to see the discount on their bill.

Existing Sprint Customers

For existing Sprint customers that want to sign up for the Sprint Credit Union Member Discount, they must visit the [verify page on Sprint's website](#) to get the verification form and return via fax with their proof of verification before they can be eligible for the discount. Again, Sprint will email the member, usually within three business days to notify them that it received the form.

Any of the following items are acceptable for member verification*:

- Account or loan statement from your credit union (no more than 60 days old)
- Debit/credit card issued by your credit union
- Credit Union member card or ID badge
- A voided or cancelled check
- Screen shots of online banking login or account pages will be accepted as long as their login ID corresponds with the customer's name

*The form directs the member to black out completely or delete all confidential information.

Important: We'd like to clarify requested member information on the Eligibility Verification Form. Under the Account information section: MEMBER ID **does not** apply to credit union members. This is for an organizational discount. **Members should NOT enter their account number.**

You can learn more about the [Sprint Credit Union Member Discount here](#). Your members can access [Sprint's Discount Eligibility Verification Form here](#). ■