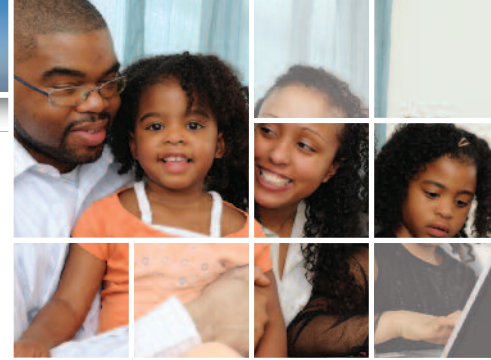




Invest in America[®]

Credit Union Member Rewards



Investing in Credit Unions. Investing in Members.

Read, Like or Follow Us   

In This Issue: GM Preapproval Link; Sprint Website Makeover; IIA Videos; Partner Support; CU Spotlight: Members Choice CU; GM Spring Savings; Spring Fever

April 2011 Newsletter

■ Breaking News

New GM Link for CU Loan Preapproval

To help drive credit union vehicle loans and make preapproval easier for your members, GM is creating a link on their microsite. This link option is available when members are in the process of securing their Preferred Pricing Authorization Number.

What is it?

The link will appear on the left navigation bar of their microsite and sends members to a drop-down window where they can choose their credit union's name. From there, the member will be taken to the appropriate loan page on their credit union's website.

What we need from you

For this to work, we need your credit union name, state and a link (URL) if you're interested in participating. The link would be for a page on your credit union's website 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 by April 15, 2011. As a reminder, our initial request for a response by this date was emailed to all participating credit unions on March 31.

Future Enrollment

If you don't make the April 15th deadline, don't worry – your credit union will have a chance to send its link by the 15th of every month to be included in the following month's drop-down window database.

Timeline

Our goal is to go live with the link by April 29, 2011. This can only occur if we've received a significant amount of links from interested credit unions. Your credit union must respond and provide a link, otherwise, your credit union's name will not appear in the link's drop-down menu. Don't miss this valuable opportunity to drive incremental vehicle loans at your credit union. It's free, simple to implement and the rewards are worth it.

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
- 2,910** credit unions promoting IIA
- 71%** of national credit union membership reached through supporting credit unions

Sprint

- \$105 million** saved by credit union members
- 1,318** credit unions supporting the program

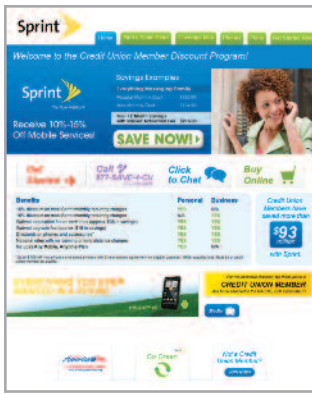
Sales

- 1,609,921** members have taken advantage of IIA discounts
- 405,908** vehicles sold through March 2011
- 231,573** new credit union auto loans through March 2011

www.LoveMyCreditUnion.org



Sprint Website Gets a Makeover



If you haven't stopped by www.SprintSave4CU.com lately, it might be worth a look. Our website has recently been updated to include exciting new features such as the ability to buy phones and accessories online at discounted prices. All of the hot new 4G phones offered from Sprint are there too.

We've also added the program's corporate ID to the site so your members can more easily take advantage of this great offer, since all the information is now conveniently located right there on the site. Members now have everything they need at their fingertips to start saving immediately.

As a reminder, if you're a credit union enrolling or renewing for the 2010/2011 contract year, July is the last insert mailing opportunity to qualify for an incentive payment in December 2011. New credit unions would still be eligible for a 25 percent marketing incentive. Please submit your insert orders by June 1, 2011.

Promote IIA with Video



Looking for a new and exciting way to promote Invest in America? We now have two 30-second videos available for your credit union to either embed on its website or to play in its lobby.

One video is a general introduction to Invest in America, while the second one is all about our Sprint member discount. The theme of both is "Own Your Money," which is a strong and proactive message you can send to your members about both the benefit of credit unions and the member rewards program.

To view the videos, just visit the [Marketing Materials](#) section in the Partner Center of LoveMyCreditUnion.org. Once on the marketing materials page, you'll have two options:

1 – Videos can be embedded into your website

2 – High resolution videos can be downloaded for digital lobby displays

Instructions on how to embed the videos onto your credit union's website can be found on the [videos page](#). To get a DVD copy of the videos to play in your lobby, just email us at IIA@cusolutionsgroup.com.

New Promotions

Partner Support for Credit Union Events



Invest in America and our partners like to support participating credit unions in every way we can, which is why our business partners Sprint and DIRECTV have offered to participate in credit union events such as annual meetings and lobby days. So, if your credit union is planning an event and would like to have someone from Sprint or DIRECTV on hand, please let us know. We will need your contact information and the date, time and location of the event. We will then work with our partners to have someone at your event. There's no guarantee that we can accommodate your request, but keep in mind that the more advanced notice we receive from your credit union, the more likely we will be able to help.



If you would like to have a Sprint or DIRECTV representative at your event, please let us know by sending the specifics of your event, like the contact, date, time and location, to IIA@cusolutionsgroup.com.

Members Choice Credit Union



Like many of our participating credit unions, Members Choice Credit Union in Texas first joined Invest in America to take advantage of our automotive discounts. And, like many of our participating credit unions, they chose to grow with IIA and now promote all of our member discounts.

Their original decision to join IIA in October 2010 and to tie it into their auto loan process has already paid off, “We wanted to participate in the Invest in America program to offer added auto incentives to our members in addition to our low credit union auto loan rates,” says Stephanie Olszewski, marketing manager for Members Choice Credit Union. “Already the feedback from staff and members has been positive. On top of our loan discounts, Invest in America gives our staff another valuable credit union benefit to offer members who are looking for a vehicle loan.”

Even though they’ve only been a part of the IIA family for a few months, Members Choice has been very actively promoting the program and its discounts. Stephanie explains, “We have promoted the Invest in America Program via direct mail letters to a targeted group of members, of which we followed up with reminder phone calls. We also maintain a home page announcement and image on our website and have included all of the Invest in America discount offers on the Member Discount page of our website.”

If you take a look at the Member Discounts page of their website, www.mccu.com, you’ll see they’ve included linked banners for all of the IIA partner discounts. By including all of the IIA links on their website, the credit union’s members are now returning regularly to their site to access the discounts. Cleverly, at the bottom of this page is a banner that ties all of the IIA discounts into their Visa credit card program. Future marketing plans are to promote the program in their eNewsletter.


When it comes to Members Choice Credit Union’s involvement with IIA, it’s all about the members. Stephanie states they joined because “There are a variety of valuable services offered through Invest in America that can benefit members. We offer them all because we want to do as much as we can for our members.”

Hot Topics

Final Month for GM Spring Truck and SUV Promotion for Members



If your members are in the market for a new truck or SUV – remind them that April is the final month for the GM spring truck and SUV promotion. Members can receive \$2,000 to \$3,000 in allowances on specific full-size pickups or SUVs. And your members can save twice when they stack these available GM incentives with their Invest in America savings. Details can be found at LoveMyCreditUnion.org.

	2011 Chevy Silverado 1500 Extended Cab LT 2WD (discount example)	
MSRP (sticker price on vehicle) ¹		\$ 30,120.00
Preferred Pricing ¹		\$ 28,537.06
Consumer Cash Allowance ²		-\$ 2,500.00
Price You Pay		\$ 26,037.06
Your Discount		\$ 4,082.94



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 GM cash allowances:

- **\$2,000** toward the purchase of a 2011 Chevy Tahoe or Suburban, or GMC Yukon models
- **\$2,000** toward the purchase of a 2011 Chevy Silverado or GMC Sierra half-ton regular cab pickups
- **\$2,500** toward the purchase of a 2011 Chevy Silverado or GMC Sierra half-ton extended and crew cab pickups
- **\$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. 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 into your credit union's auto loans. And don't forget to get them prequalified before they hit the lots!

If your members are interested in the Credit Union Member Discount from GM, or you'd like to learn more about this offer, please visit the [GM section](#) of [LoveMyCreditUnion.org](#). Members need to obtain a GM authorization code on the website and have proof of membership before going to a participating dealership. Offer is good through May 2, 2011.

Members Can Get Spring Fever and Save at Invest in America



With the days getting sunnier, spring is just around the corner. Help your members celebrate all of the spring holidays – Easter, Passover, Mother's Day, Father's Day, graduation and more – with Invest in America.

Do they need flowers for mom? The latest gadget for a dad or grad? Invest in America has money-saving offers from both FTD and Shop America:



- FTD offers significant savings on not only gorgeous flowers, but also spa sets, chocolates, wine baskets and more. And if they order flowers, FTD has their "Good as Gold" **7-Day Satisfaction Guarantee** that 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.

When promoting FTD and Shop America spring savings, don't forget to remind them they can use your credit union's credit or debit cards to shop, which could save them even more money!

Help your members get spring discount fever with Invest in America. They can visit [LoveMyCreditUnion.org](#) to check out the latest offers and start saving today.

