

# TruStage<sup>®</sup>

## LIFE INSURANCE PROGRAM

**When it comes to life insurance, TruStage<sup>®</sup> is the right choice.**



### **Life insurance protection matters more to your members than ever before.**

Nearly half (46%) of US adult consumers did not own life insurance prior to the 2020 pandemic. While over a third (36%) had planned to purchase life insurance, many are without coverage at a time when they need it most.<sup>1</sup>

### **Your members depend on you.**

Inadequate coverage could add unnecessary stress and spell serious financial harm for your members. Especially in the midst of uncertainty, members may go elsewhere if your credit union isn't there for them in every possible way.

### **Your credit union can depend on TruStage.**

Combining a comprehensive product portfolio with our multi-media channel marketing approach, we can deliver faster, simpler and more convenient options — before it's too late. Through the TruStage<sup>®</sup> Life Insurance Program you can confidently say your credit union has been there and will continue to be there for your members.

### **Life Insurance for all life stages.**



#### **Products**

Policy in minutes. Term and whole life insurance with no medical exam required.



#### **Message**

Uncomplicated, jargon-free resources. Members can easily research and know exactly what they are getting.



#### **Protection**

Adjustable quoting tool. Members can choose a protection level within their budget.



#### **Medium**

Entirely online process makes insurance quicker and easier to purchase.

# Protecting More Members Through All Life Stages.

**Straightforward life insurance products designed to help meet members' unique needs at every life stage and on every budget.**



**Simplified Issue  
Term Life**



**Simplified Issue  
Whole Life**



**Guaranteed Acceptance  
Whole Life**

## **Give your members the protection they need.**

Since March 2020, more members across the country are investing in our life insurance. That's because we offer strong protection, simplified underwriting, comprehensive digital support, fast approvals and payouts.<sup>2</sup>

## **Demystify life insurance and forge a deeper connection with your members.**

Providing the security they want, through life insurance products that are easy to understand, invest in, and use, you can help to further deepen the relationships between members and the financial institution they trust – you.

Find out more about how the TruStage Life Insurance Program can help deepen your member connections at [cunamutual.com/life](https://cunamutual.com/life) or contact your CUNA Mutual Group sales executive at **800.356.2644**.

## **Vital Protection When the Unexpected Happens**

TruStage responded to members facing financial hardships during the global pandemic by offering deferred and flexible payment plan options. Over 1,500 policyholders were able to keep this vital protection in place.<sup>3</sup>



**TruStage**<sup>®</sup>

P.O. Box 391 | 5910 Mineral Point Road | Madison, WI 53701-0391



<sup>1</sup>Life Happens/LIMRA, "2019 Insurance Barometer Study: Nearly Half of Americans More Likely to Buy Simplified Underwritten Life Insurance", June 16, 2020.

<sup>2</sup>TruStage internal data, December 2020, <sup>3</sup>TruStage internal data, October 2020.

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