

# TruStage™ Insurance Program



## Program News: December 2018



### **TruStage Recognizes 20 Credit Unions in Celebration of Surpassing 20 Million Members Protected**

Join us in recognizing [20 credit unions](#) with the most policyholders (to date) for their contributions in helping us reach this major milestone—20 million members protected! As a token of our appreciation, each credit union will receive a \$1,000 check to donate to their charity of choice through [donorschoose.org](http://donorschoose.org).

Furthermore, we would like to call out 20 **TruStage Community Spark Award** recipients. This award is designed to acknowledge 20 young people sparking positive change in their communities, including the 20 million members that TruStage protects. [Learn more about our 2018 Community Spark Award winners](#) and how they're making a difference.

Thank you all for your participation and your ongoing support of the TruStage™ Insurance Program!

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### **Connecting with Multicultural Members: Research Findings for Supporting Diverse Communities**

[Read the December 3 NAFCU Services blog](#) by CUNA Mutual Group's Tammie Kovacs, TruStage Program Specialist and Opal Tomashevskva, Multicultural Business Strategy Manager to better understand how cultural differences can help drive business decisions and profitable growth.

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### **Update to October 25 Communication Regarding AD&D Direct Mail**

As we shared with you in October, we temporarily suspended mailing our TruStage® Accidental Death and Dismemberment (AD&D) marketing kits while we worked with the Indiana State Insurance Department. That work has now been completed, and we will resume mailing AD&D with the January direct mail campaign, beginning on January 18, 2019. We will pick up those members

who would've received a mailing during this delay.

The [updated AD&D marketing kit](#) features our quick step format, while removing the red "sign and return" language from the letter.

This kit is designed for your Indiana members and will only be mailed within the state of Indiana.

If you have any questions, please contact the TruStage Program Team at 800.428.3932, select 2, option 2.

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## 2018 Wrap Up: Another Member-centric, Innovative Year

Before forging ahead into the new year, let's take a moment to reflect on a few of the ways TruStage has kept pace with consumers' rapidly changing behavior:

- A fully-digital life insurance process makes it easier for your members to research, apply and purchase the right coverage based on their needs and budget.
- A five-year Auto & Home Insurance contract extension with Liberty<sup>®</sup> Mutual Insurance. Together we'll continue to provide innovative solutions to enhance the customer experience and solve member needs through the following:
  - Multi-carrier Expanded Options to help protect more members and meet their diverse needs
  - QuoteConnect, the new LOS integration capability to help credit unions make the most of each auto lending opportunity

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**Available 24/7**

### TruStage Resource Center<sup>1</sup>:

- [View Member Mailing Samples](#)
- [Get Multi-media Marketing Materials](#)
- [Run Your Program Results](#)

### Previous Issues:

- [November](#)
- [October](#)
- [September](#)

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**Call If You Have Questions**

Thank you for your continued support of the TruStage Insurance Program. If you have any questions, please call 800.428.3932.

<sup>1</sup> Access required. [Click Edit Services and Roles](#) to request access to CU Navigator, the TruStage Media Center, and the TruStage Program Resource Center. Your request will be forwarded to your credit union security administrator for review and approval.



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