

TruStage™ Insurance Program



Program News: April 2019



Your Non-Interest Income Summary for ABC Credit Union

First Quarter 2019 Results

- Active Policies/Certificates: 45,000
- Your Q1 2019 Payment: \$7,698.03
- Change from same quarter last year: Over 200% increase

[Sign on to CU Navigator](#)¹ for more of your program results.

For questions, please contact your TruStage Sales Specialist.

Is Your Credit Union Addressing the Digital Imperative?

Early technology adopters have jump-started digital capabilities for credit unions. But the pace of change and competitive pressures in this age of automation have created a digital imperative to act more quickly and decisively. It's not about implementing technology, but rather establishing an organization-wide digitally savvy mindset and culture.

[Access data-driven insights](#) about your members' digital lifestyle, their expectations—and how to meet them head-on.

Simplified Issue Term Life Mail Kit Update

Starting in May, the outside envelope and TruStage letter of the [Simplified Issue Term Life \(SIT\) Insurance mail kit](#) have been updated to include a general cost/month for coverage message. The decision to make this change was based on an increased response rate from a 2018 test campaign.

The Power of Credit Unions

TruStage is fully committed to ensuring your success and the future of credit unions. By prominently placing asmarterchoice.org on the home page of TruStage.com we're driving awareness and helping non-members find a credit union near them.

Available 24/7

TruStage Resource Center¹:

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

Previous Issues:

- [March](#)
 - [February](#)
 - [January](#)
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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.

¹Access 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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