

TruStage[®] Program News: August 2022



Latest News

Discovery2022 Now On-Demand



Did you miss our annual Discovery conference? Visit our Discovery2022 On-Demand Hub. Everything you may have missed can be accessed at no cost, including videos of all sessions and valuable downloadable content. Choose what will help inspire your strategic planning discussions and share with your colleagues.

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Industry Insights

What Matters Now[™] 2022 Research Report Now Available



CUNA Mutual Group recently released its new **What Matters Now** consumer research, exploring multicultural and multigenerational consumer insights. The report is the fifth in the series of research and this year includes data on Native American, Alaskan Native and Indigenous consumers, as well as qualitative data, shining a light on human experiences behind consumer data.

Key themes in this year's report include understanding:

- **People:** Today's multifaceted consumer and being ready to serve tomorrow's consumer, acknowledging groups that have been left out
- **Emotional Fluency:** People's hopes, dreams, and worries
- **Solutions for Financial Wellbeing:** What products and services people are using to survive and thrive
- **Connection:** How people interact and get information about Primary Financial Institutions (PFIs) and what they offer
- **Evolving Consumer Expectations:** How the pandemic has shaped what people expect from financial institutions and how to show up for consumers now

[Read Report](#)

Two Complimentary Multicultural Strategy Webinars on September 14



A Multicultural and Multigenerational Look at Consumers Webinar

What matters to today's multicultural and multigenerational consumers? How has the pandemic shaped what members expect from their credit unions? Join **Opal Tomashevsk**a, **Director of CUNA Mutual Group's Multicultural Center of Expertise**, as she answers these questions with findings and insights from CUNA Mutual Group's What Matters Now research. You'll learn action steps your credit union can take to help members and their community achieve financial wellbeing.

[Register Now](#)

First-Time Homebuyers: Multicultural Differences Webinar

No matter where you're located, it's likely that at least a segment of your members, by 2030, will be Hispanic. Mortgage Guaranty Insurance Corporation (MGIC) presents **Edgar Hernandez, Sr. Manager of Multicultural Business Strategy at CUNA Mutual Group**, who will share key ideas and dispel some myths from a series of multicultural behavioral studies.

[Register Now](#)

Creating Space for Diversity, Equity and Inclusion (DEI)



In the National Association of Federally-Insured Credit Unions' (NAFCU) first in a series of videos (4 mins, 46 secs) on Diversity, Equity and Inclusion (DEI) in the credit union movement; **CUNA Mutual Group's Chief Diversity Officer Angela Russell** discusses who has a role to play in DEI and how leaders can create a space for DEI learning and change.

To learn about how CUNA Mutual Group's DEI advisors can guide your credit union's multicultural business strategy, see [DEI Services offerings](#).

Watch Video

Program Announcements

Update: Simplified Issue Term Life Insurance Mail Kit



The new outer envelope of the Simplified Issue Term Life Insurance mail kit is designed to stand out in the mailbox and increase member interaction. Starting in September 2022, updates include:

- Changing from a kraft-colored, closed-faced envelope to a white, double-window envelope.
- Adding copy to highlight the importance of the enclosed documents.

View Sample

TruStage[®] Auto & Home Insurance Marketing Assets Updated



The average savings' numbers featured on TruStage Auto & Home Insurance marketing assets have been updated for 2022:

- Auto insurance savings is now \$652
- Auto and Home insurance combined savings is now \$947
- Home insurance savings is \$407

Please ensure your credit union is using the most up-to-date versions of the assets from the TruStage Media Center by:

- Correctly minting web banners to ensure digital assets get updated automatically when changes are made
- Check the TruStage Media Center to make sure you're using current EmailCONNECT and web copy
- Grab the latest print media from the Marketing Materials page of the [TruStage Resource Center](#)

[Visit TruStage Media Center¹](#)

TruStage Resource Center¹

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- [May](#)

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.

Thank you for your continued support of the TruStage Insurance Program. If you have any questions, please call [800.428.3932](tel:800.428.3932).

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