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TruStage Program News: TruStage® December 2020

Digital Delivery: Your 2020 TruStage Insurance Program Annual Report

We're excited to announce that your TruStage Annual Report is in the works and will be arriving to your email inbox by the end of February 2021. Since many are still in a remote working environment, we thought it was a good time to deliver this annual report in a fully digital format.

Your TruStage Annual Report will provide you with a summary of how your TruStage program performed in 2020, including, members protected, non-interest income earned and claims paid—this piece also highlights our investments in our latest innovations and product enhancements to help you connect with and create longer-term relationships with your members. Stay tuned and remember to watch your email not your mailbox!

Catch Your Member's Eye with New Life Motion Banner Ads

We are excited to announce the availability of motion banner ads promoting general life insurance that you can download on the [TruStage Media Center](#). Through recent testing, we've learned that adding motion to display ads can increase engagement and click through rates by nearly 60% compared with static display ads¹.

Not surprising, the global pandemic has resulted in families thinking more and more about protecting their loved ones.

Help make your members more aware of the easy-to-apply for life insurance

protection you make available to them at TruStage.com—and add a new motion banner ad to your website!

(AD&D CUs only)

Reminder: New AD&D Product Launching February 2021

In November, we shared our plans to launch a new contributory **Accidental Death & Dismemberment (AD&D) Insurance** product*, which features several enhancements including a more robust increasing benefit and optional living benefit riders. As of **February 8, 2021**, your members will be able to purchase this enhanced, more meaningful product.

As a credit union leader, you understand the importance of offering your members the right protection. With cancer and other critical illnesses—like heart attacks and strokes—on the rise, we understand the importance of bringing you more meaningful insurance solutions. Learn more about the [new modernized TruStage AD&D product](#).

*Not available in all states.

Updated Whole Life Insurance Mail Kits

Starting in January 2021, we are pleased to launch updated [Whole Life](#) Insurance Kits for **all states except New York**, which incorporate changes from a recent winning test to help your credit union protect more members and drive additional non-interest income.

Updated mail kits include: New copy and design/color treatment applied to outer envelopes in order to:

- Provide a specific call to action rather than a generic message
 - Provide contrast and highlight the call to action
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Health Insurance Marketing Materials Refreshed on Dec. 16

As a reminder, 2021 open enrollment closed on **December 16**. If you have downloaded GoHealth open enrollment assets from the TruStage Media Center, they have reverted to the post-open enrollment materials.

To obtain the latest versions, please visit the [TruStage Media Center](#). You're responsible for ensuring your marketing communications are up to date and compliant.

If you have questions, please contact the [TruStage Program Team](#).

Auto & Home Insurance Trends Podcast

Listen and share this NAFCU-sponsored podcast titled, "[7 Tips for Educating Members on Insurance Coverages](#)" by Kristin Simonis and Tina Buttchen, TruStage Program Specialists. Master innovative ideas on how your credit union can deliver more value to your members by helping them evaluate and choose insurance options.

Available 24/7

TruStage Resource Center²

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

Previous Issues

- [November](#)
 - [October](#)
 - [September](#)
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¹TruStage internal data, 3/10/2020. ²Access 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. TruStage® Insurance products and programs are made available through TruStage Insurance

Agency, LLC. Life insurance and AD&D insurance are issued by CMFG Life Insurance Company. Auto and Home Insurance Program are made available through TruStage Insurance Agency, LLC and issued by leading insurance companies. The insurance offered is not a deposit, and is not federally insured, sold or guaranteed by your credit union. The TruStage® Health Insurance Program is made available through TruStage Insurance Agency, LLC and GoHealth LLC. GoHealth LLC is licensed to sell nationwide and operates in all states with the exception of Massachusetts, Vermont.

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