

TruStage™ Insurance Program



Program News: May 2019



Digital Trends Impacting Your Credit Union, Your Members' Experience

How Competitive is Your Digital Strategy?

Plan to attend two different breakout sessions on Tuesday, June 18 at [America's Credit Union Conference](#) to learn more about the digital trends shaping your strategy and impacting your members' experience:

- Digital Member Experience (2:00 - 3:00 p.m.)
- Sharpen Your Digital Strategy (3:15 - 4:15 p.m.)

The Digital Imperative

How Connected Are You To Your Members?

Your members are more connected than ever before, to the point that a website almost feels like “old-school digital.” Younger members are likely to be “digital natives,” growing up in an environment moving beyond mobile to include voice, wearables, and the Internet of Things--all opening a whole new array of choices.

Read “The Digital Imperative” to learn what’s driving the expectations of your credit union’s next generation of members, and take advantage of more [digital trends information](#).

Optimize Your Program: Link to TruStage.com

Display banner ads on your credit union’s web site or incorporate the web copy into your web page’s content to help direct your members to the beneficial information and tools on TruStage.com.

[Visit the TruStage Media Center](#)¹ to access the ads and other fully-complied marketing materials.

Available 24/7

TruStage Resource Center¹:

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

Previous Issues:

- [April](#)
 - [March](#)
 - [February](#)
-

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.



[Like TruStage on Facebook](#) to enjoy (and share!) relevant, consumer-facing content.

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 and Rhode Island. Note: CUNA Mutual Group is the marketing name for CUNA Mutual Holding Company, a mutual insurance holding company, its subsidiaries and affiliates. CUNA Mutual Group Proprietary and Confidential. Further Reproduction, Adaptation or Distribution Prohibited. TSIP-2536936.1-0519-0621

CUNA Mutual Group
5910 Mineral Point Rd
Madison, WI, 53705-4498
800.356.2644 | cunamutual.com

[Manage my subscriptions](#)