

TruStage[®] Program News: December 2021



Support Your Credit Union's Financial Wellness Program



How often does your credit union focus on insurance as a component of financial wellness and member education? To help make it easy, a variety of media assets are available to your credit union for:

- Staff training on life, accidental death & dismemberment (AD&D), health, and auto insurance
- Member insurance education
- Digital marketing content to use on your credit union's website, in emails, on social media channels, and more
- Viewing member marketing samples

While TruStage videos are no longer available on YouTube, you can find a variety of videos and other educational content on CUNA Mutual Group's [Members at the Center](#) page. For articles on the latest trends and insights on insurance, the **Learn & Plan** tab on trustage.com is a great place to refer both members and staff.

To access staff training, TruStage marketing samples, and links to manage your credit union's TruStage program, visit the [TruStage Resource Center](#).¹ To download pre-complied, trackable media assets, click the button below.

[Download assets](#)

Are DE&I Resources Part of Your Member Education Strategy?



Credit unions take pride in helping create financial security for their members through products, services, and financial education. While finances can be a disconcerting topic for anyone, your credit union's content strategy should create a welcoming environment for people of less-privileged identities.

What do we mean by this? A member's unique attributes, abilities, and backgrounds also play a large role in their financial understanding and accessibility. This is where Diversity, Equity & Inclusion (DE&I) concepts are useful in financial education.

TruStage regularly publishes educational content that is created to provide insight for and about underserved communities, differently abled and neuro-divergent groups, and what financial wellness means for different races.

[Check out DE&I articles](#)

Health Insurance Open Enrollment Ended December 15



As a reminder, 2022 open enrollment ended December 15. 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. To ensure compliance on marketing materials, please refer to the [directions](#) for use of these assets.

If you have any questions, please contact the TruStage Program Team.

[Visit TruStage Media Center](#)

Connecting with “Next Gen” Members



With more than half of all Americans being of Millennial age or younger,² your credit union's future depends on connecting with this audience. Let them know you understand the challenges they face, and that you can help make a difference.

Life insurance may play a role in helping Millennials regain a sense of control of their finances. Learn more about your “next gen” members and the misconceptions they have about life insurance, and why they might not have it.

[Read blog article](#)

Available 24/7

TruStage Resource Center¹

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

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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.

²Brookings Institution analysis of U.S. Census Bureau data, "[Now, more than half of Americans are millennials or younger.](#)" July 30, 2020.

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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