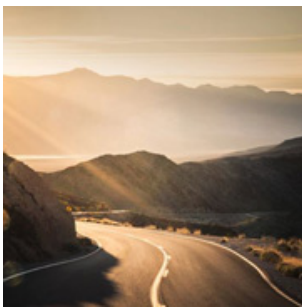


# TruStage<sup>®</sup> Program News: June 2022



## Latest News

### CUNA Mutual Group will become TruStage<sup>®</sup> in 2023



Last month, [CUNA Mutual Group announced plans](#) to transition the company to a single brand in 2023, TruStage. As a TruStage Insurance Program endorsing credit union, this name and brand will not be new to you. Under the unified TruStage brand, we will continue to help your members confidently make financial decisions that work for them.

This shift will leverage a brand that already exists and is familiar to 22 million members and our credit union customers. The brand architecture will also support our existing B2B2C strategy and improve the customer experience.

Check out the formal announcement to learn more.

[Read Press Release](#)

**Discovery2022 Registration Now Open**

The logo features the word "Discovery" in white on a blue background, with "AUG 11 2022" in yellow and white below it.

Strategic planning is right around the corner and our annual Discovery conference is just what credit union leaders need to help spark those planning discussions. Join us on **August 11, 9:00 AM – 4:00 PM CT** for a day of sought-after topics, including:

- The economy and its impact on credit unions
- Overdraft programs and best practices
- Credit unions and cryptocurrencies
- Creating a strong culture in a remote environment, and many more

Don't miss out — register today!

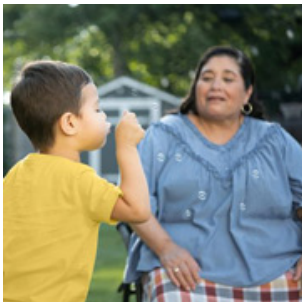
Register Now

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[DYNAMIC CONTENT SECTION]

## Program Announcements

### Accidental Death & Dismemberment (AD&D) Media Assets Available



Strengthen your credit union's TruStage AD&D Insurance Program by promoting the supplemental Cancer, Heart Attack and Stroke Rider policies to your membership.\*

AD&D rider web banners, web copy, and more are now searchable by keyword within the [TruStage Media Center](#). By typing in the keywords "CHS" or "rider" or a combination of the two into the Search bar, you can index all available AD&D rider media content.

Get these digital assets to help promote the AD&D program to your members.

Visit the Media Center

\*Not available in all states. Check with your account team.

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[END DYNAMIC CONTENT SECTION]

## Industry Insights

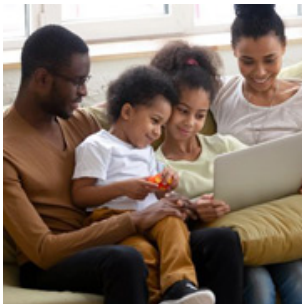
## TruStage Helps Deepen Member Experience Through Refreshed AD&D Product



Veridian Insurance, a subsidiary of Veridian Credit Union, turned to TruStage to maintain its reputation for offering simplistic answers to complex questions, and to continue delivering AD&D coverage to credit union members. Learn why the recently overhauled AD&D product, with new features based on in-depth member research and credit union collaboration, helped make their decision an easy one.

[Read On](#)

## Optimize A Digital-First Approach with the Right Channel Mix



Your members aren't just looking for a great digital experience; they're looking for seamless, channel-less, personalized experiences that put them in control. They're searching for a just-right mix of digital and non-digital solutions that make it simple for them accomplish their goals.

The eBook, *Digital First Doesn't Mean Digital Only*, by **Jeff Dillon, CUNA Mutual Group's Vice President, Digital**, includes a Filene Research Institute report that focuses on six emerging technology trends and challenges that credit unions must address.

Don't let "digital first" become an empty slogan. Build member connections with the right channel mix.

[See eBook Highlights](#)

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### TruStage Resource Center<sup>1</sup>

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

### Previous Editions

- [May](#)
  - [April](#)
  - [March](#)
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<sup>1</sup>Access 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).

TruStage<sup>®</sup> Insurance products and programs are made available through TruStage Insurance Agency, LLC and issued by CMFG Life Insurance Company, MEMBERS Life Insurance Company, and other leading insurance companies. The insurance offered is not a deposit, and is not federally insured, sold or guaranteed by your credit union. Product and features may vary and not be available in all states. All guarantees are based on the claims-paying ability of the insurer.

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