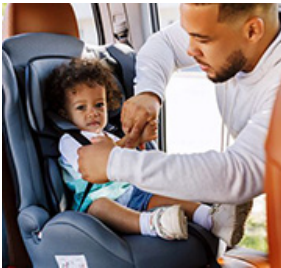


TruStage Program News: October 2021



Your Non-Interest Income Summary for Power CU



Third Quarter 2021 Results

- Active Policies/Certificates: 500
- Your Q3 2021 Payment: \$1.00
- Change from same quarter last year: 10%

[Sign on to CU Navigator](#)¹ for more of your program results.

Questions? Please contact your TruStage account team for more information.

[See Q3 Results](#)

Promote Health Insurance During Open Enrollment



Help your members protect their health and build upon their financial stability. Leverage the ready-to-use TruStage Health Insurance Program marketing materials during open enrollment —**November 1, 2021 through December 15, 2021.**

[View Marketing Materials](#)

Simplified Issue Term Life Insurance Mail Kit Update



An updated Simplified Issue Term Life Insurance mail kit is rolling out next month. Tests have shown that making the benefits more relatable and focused on financial security resonates in a more compelling way. Updates to the TruStage letter bring forward financial security for members and their families.

[View Sample](#)

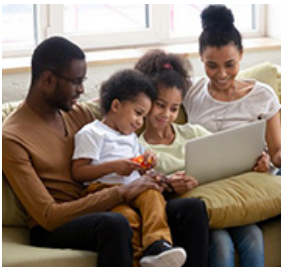
Life Insurance is Key to Financial Security for Hispanics and Other Diverse Groups



With [Hispanic Heritage Month](#) coming to a close, we are reminded of the disparity that exists in the Hispanic community. Gain insights on what you can do to educate your diverse member groups on the affordability of life insurance and how you can address biases.

[View Infographic](#)

Speed Matters in the Battle for Digital



A recent survey from Forrester found that since the start of COVID, 63% of consumers agreed or strongly agreed they preferred to manage their finances online². As you review your digital strategy for the coming year, keep these tips shared by **Adam Malka, TruStage Program Specialist**, in mind and why digital doesn't necessarily replace traditional channels.

For more information on the digital member experience, see additional content on the [Members at the Center](#) page.

[Read Blog](#)

Get Educational Content for Your Members Through TruStage Social Media



Did you know that there are 73 million Americans who are uninsured?³

Help your membership bridge the gap from awareness to adoption of insurance by tuning into TruStage social media channels next month. Social media content in November, aims to provide information that can help your members with financial decisions related to insurance, savings, and planning for the future. Also, in honor of Veterans Day, we'll be sharing financial literacy resources valuable to veterans.

Follow and share content from TruStage social media channels: [Twitter](#), [Facebook](#), [Instagram](#)

Available 24/7

TruStage Resource Center¹

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

Previous Issues

- [September](#)
- [August](#)
- [July](#)

¹Access required. [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.²Forrester, 2020. COVID-19 Survey (Wave 2), 2020 (May 8-15);

³LIMRA/Life Happens," [COVID-19 Drives Interest in Life Insurance](#)" January 2021

Thank you for your continued support of the TruStage Insurance Program. If you have any questions, please call 800.428.3932

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when entering each five-year band: 25, 30, 35, 45, 50, 55, 60, 65, 70, and 75. Base Policy Numbers with a face amount of 100,000 or below: ICC16-A10a-039, A10a-039-2016. Base Policy Numbers with a face amount of 101,000 or above: ICC17-SIT-2, 2017-SIT-2.

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