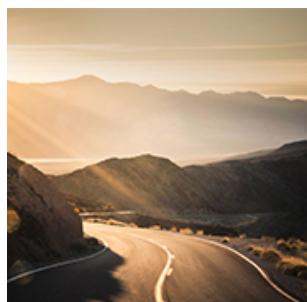


# TruStage® Program News: November 2022



## Latest News

### Unified Rebranding to TruStage™



President and CEO, [Robert Trunzo](#) shares our focus as a company and where we're headed with our unified rebranding to TruStage™. Learn more in this recent Best's Review piece.

[View Article](#)

## Program Announcements

### Reminder: New Accidental Death & Dismemberment Product Available January 2023



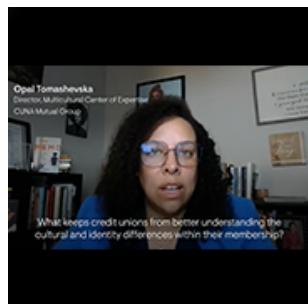
In October, your credit union received a packet in the mail announcing the enhanced TruStage Accidental Death & Dismemberment (AD&D) product that will be available to your members starting in January 2023.

Our new AD&D product is deeply rooted in understanding what's important to members. And, when you can offer your members more meaningful AD&D benefits, it can help your credit union stand out in a crowded marketplace and continue to build long-term growth through lasting relationships.

[Learn More](#)

## Industry Insights

### Marketplace Diversity, Equity, & Inclusion Video



Check out the fourth in a series of videos (4 min. 45 sec.) on diversity, equity, and inclusion (DEI) in the credit union movement. **Opal Tomashewska**, Director, Multicultural Business Strategy for CUNA Mutual Group, shares best practices for building or enhancing your credit union's own multicultural business strategy to achieve greater marketplace DEI.

To learn about how CUNA Mutual Group's DEI advisors can guide your credit union's multicultural business strategy, see [DEI Services offerings](#).

[Watch Video](#)

### Help Simplify Life Insurance to Shrink the Need Gap



The gap between those who say they need life insurance and those who say they have it is growing.<sup>1</sup>

"Life is busy, and only getting busier," shares **Tina Buttchen**, TruStage Specialist. "Heap worry (and the discomfort of contemplating death) on top of an overloaded schedule, and it's easy to see why people put off shopping for life insurance."

Discover three ways your credit union can help simplify life insurance to assist members in boosting their overall sense of financial security.

[Read Article](#)

### 6 Key Takeaways from Multicultural & Multigenerational Research



As multicultural and multigenerational consumers are a growing voice in the marketplace, you and your credit union leaders need to understand all parts of their identities and service them with intentionality. It's important to remember that your members' needs may always be changing as they enter new life stages. It's even more important that you continuously evolve and change to meet these needs.

Staying one step ahead of your members could make or break their experience and the success of your credit union.

Having powerful data that tells consumer stories, such as CUNA Mutual Group's [What Matters Now™ research report](#), may allow you to stay informed and make better decisions that could help create solutions to meet your members' evolving needs. Check out the new infographic, which shares a summary of six key findings.

[View Infographic](#)

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## TruStage Resource Center<sup>2</sup>

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

## Previous Editions

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

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<sup>1</sup>LIMRA and Life Happens, "2022 Insurance Barometer Study," 2022

<sup>2</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](#).

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