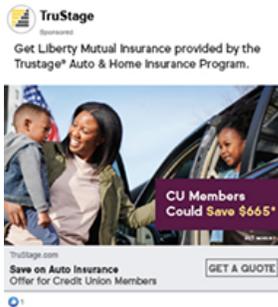


TruStage Program News: September 2021



DYNAMIC CONTENT

Reminder: Share Email Addresses on Your Membership File



On average, people need to interact with three to five pieces of content before making a purchase.¹ That's why it's so important to include members' email addresses on your credit union's membership files. So when one of our [co-branded emails](#) or [digital ads](#) trigger the impulse for one of your members to purchase auto insurance, your credit union brand alongside TruStage will be top of mind.

Direct Marketing Samples

Celebrate Life Insurance Awareness Month



September is [Life Insurance Awareness Month](#)! This initiative is designed to educate consumers about the importance of life insurance and the role it plays in protecting families' financial security. While the pandemic increased consumer awareness of the need for life insurance, a recent study showed that 46% of Americans are still uninsured, and many more do not have enough coverage.²

To recognize Life Insurance Awareness Month, TruStage will be publishing a variety of educational content on our social media channels that your credit union can share with your membership.

Social media posts celebrating this initiative are encouraged to use the hashtag **#LIAM21**.

Follow the TruStage social media pages to see and share relevant content:

- [Twitter](#)
- [Facebook](#)
- [Instagram](#)

Protect Your Members

Two Ways to Help Break Down Barriers to Buying Life Insurance



When it comes to protecting the people they love, it's not that members don't understand the value of life insurance, it's that there are barriers in their way.

Read the [September 8 CUInsight article](#), written by **Kevin Cummer, Director of TruStage Life Products** at CUNA Mutual Group, to learn more about how your credit union can help break down barriers so members can get the protection they need—especially in uncertain times.

Read Article

TruStage Auto & Home Insurance and the Liberty Mutual Advantage



TruStage and **Liberty Mutual Insurance** are committed to ongoing enhancements to help protect and better serve more of your members. One way is Liberty Mutual's strategic transition to **Premier Tier Pricing**, replacing the historical use of affinity discounts.³

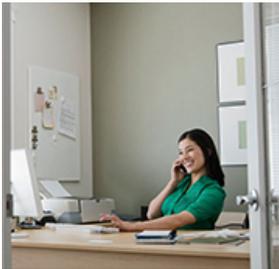
Members are automatically placed in the best tiered pricing

without having to go through an additional series of questions. Non-members going directly to Liberty Mutual for auto and home insurance coverage may not be eligible for Premier Tier Pricing.

As proof of Liberty Mutual's continued focus on member experience, they were recognized in a recent J.D. Power Insurance Shopping Study for their continued improvements in price, digital interaction, and the claims process.

[Read Study](#)

Steps to Help Your Credit Union Offer the Best Mix of Channels



Now that members have discovered the convenience of digital tools, many plan to keep on using them. Credit unions must continue to work toward and refine the “digital first” experiences today’s consumers demand.

Read the [September 13 NAFCU blog](#), written by **Jeff Dillon, VP of Digital** at CUNA Mutual Group, to learn more about how to offer your members the best mix of channels while making digital first a priority.

[Read Blog](#)

Strategies to Help Reduce Your Members' Financial Wellness Gap



COVID-19 has opened the eyes of many to the inequalities that countless members face, including the racial gaps in household wealth and the financial challenges Millennials face. Life insurance is one of the ways your credit union can enact meaningful change and build a stronger community.

Listen to the [latest NAFCU podcast](#), where **Kevin Cummer, Director of TruStage Life Products** and **Carl Vanko, TruStage**

Specialist, share insights and action-based strategies for reducing the financial wellness gap.

Listen to Podcast

Available 24/7

TruStage Resource Center⁴

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

Previous Issues

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

¹Smith, Brad. The 8 Best Remarketing Ads the Internet Has Ever Seen, WordStream, September 2020;

²LIMRA/LifeHappens, "[COVID-19 Drives Interest in Life Insurance](#)," January 2021; ³ Not available in all states;

⁴Access 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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