



Prepare Your TruStage Campaigns



with the no-cost multi-media marketing materials that help you engage with members and drive program results.

Send your members ready-to-use email copy.



Extend your reach with compliant email copy that you can send to members whenever you like. Consider a targeted list and control the distribution to complement related campaigns.

Note: All templates are smart phone compatible with a click to call feature.

Link your credit union web site to TruStage.com



Display banner ads on your web site or incorporate the web copy into your web page content and link them to the great information and tools on TruStage.com

Note: There are short and long versions to choose.

Feature an ad in your credit union newsletter.



Graphically compelling newsletter ads are ready-to-place, to increase awareness of the products that you make available.

Note: Select short or long versions.

Place an ad on your lobby screen.



Catch the eye of your members as they visit your branch. The available lobby screen ads come in a variety of sizes and serve as reminders of the valuable protection you provide.

Note: Work with your audio/visual technician or IT resource to download and add these lobby screen ads to your credit union's video displays.

Print out flyers to use in your branch.



The available flyers are ready-to-print and can be displayed in high traffic, high visibility areas at each of your locations. Print as many copies as you like and display them on the counter, in frames, on the wall or on bulletin boards.

Note: Flyers are available for Auto & Home.

Share TruStage posts on your Facebook page.



Visit Facebook.com/TruStage to see our Facebook feed and share any posts at any time. There are several Social Media Posting Guides available with pre-written, complied Facebook posts. Just right-click to save and then post on your page.

Note: You can also browse the TruStage YouTube channel for informative videos to share with members.

TruStage Resource Center

Visit www.cunamutual.com/TRC to access fully-complied marketing materials.

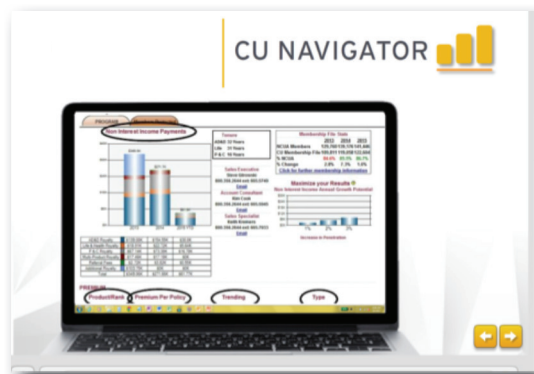
Click on “Marketing Materials” on the left navigation pane. For your convenience, credit union-driven marketing materials are available on one page and are organized by product.

When you click on one of these items, with the exception of “Order Print Materials”, you’ll enter the **TruStage Media Center**—the online system where you can download digital assets and receive tracking, automatically get updated materials for regulatory or marketing reasons. This ensures members are taken to the intended spot on TruStage.com.



CU Navigator Your Online Program Management Tool

Track your credit union’s progress and impact. Reports are available providing you with important member-level details.



Visit CUNAMutual.com, <https://myservices.cunamutual.com/>, “Edit Your Services and Roles” to request access to the TruStage Resource Center and the TruStage Media Center.

Your request will be forwarded to your credit union security administrator for review and approval.

Questions?

Contact the TruStage Program Support team at 800.428.3932 or TruStageProgram@CUNAMutual.com