



LOVE MY CREDIT UNION REWARDS

Rewards that make a difference.

More than ever before, people are hearing the credit union story and becoming credit union members. There are a lot of compelling reasons to convert to a credit union, from values and trust to rates and service. But once someone becomes a member, what then? What's the best way to engage them and to cement their loyalty?

Providing member exclusive offers on national brands – such as TurboTax®, H&R Block®, Trust & Will, and TruStage™ – reinforces the credit union commitment of “people helping people” by investing in members’ financial wellness, saving them hundreds every year on the services they need. With \$2 billion saved since inception, Love My Credit Union® Rewards stands alone in the credit union marketplace as a trailblazer for consumer rewards.



Love My Credit Union®
rewards

These rewards and incentives can't be ignored, and money talks — your members will be telling their friends, family and coworkers the credit union difference is behind the extra spring in their step.

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How do you cut through the noise of so many rewards programs?

In the dynamic and highly competitive world of financial services, it can be tough to stand out. It's not uncommon for financial institutions to offer incentives, perks or local discounts. But do you know what is uncommon? \$2 billion saved. Especially when those savings occur in expense areas that are practically unavoidable.

Unparalleled rewards for your members and your industry.

Love My Credit Union Rewards provides your members with an irresistible, loyalty-building value addition. Your credit union will be top of mind whenever a member enjoys savings in their day-to-day life. What's more, according to a recent consumer survey, member discounts are a big help to millennial engagement.

There's even more to love: To date, Love My Credit Union Rewards has paid back *\$100 million* to the credit union industry.

A unique offering.

By providing credit union members exclusive offers for national brands, Love My Credit Union Rewards can save your members hundreds of dollars a year — and with those savings adding up to \$2 billion, our program stands alone in the credit union marketplace.

Key features

- Increases member value and loyalty
- Boosts auto loans
- Drives credit/debit transactions
- Earn non-interest income

Love My Credit Union Rewards was designed by credit union experts, with landmark savings and industry contributions — building member loyalty, generating non-interest income, boosting wallet share and increasing deposits.

Find out how Love My Credit Union Rewards can engage your members and build their loyalty by calling **800.262.6285**, or by emailing **info@CUSG.com**