



Invest in America Newsletter – February 2010

Just the Facts (as of 1/31/10)

IIA

- 46 leagues participating
- 2,349 credit unions promoting IIA
- 56% of national credit union membership reached through supporting credit unions
- 1,271,053 unique visitors to LMCU Web site

Sprint

- 31 leagues supporting the program
- 594 credit unions supporting the program

Sales

- 237,324 vehicles sold through January
- 180,835 new credit union auto loans through January
- 872,652 members have taken advantage of IIA discounts

Top LSC's

Automotive Sales

Texas	35,270
Michigan	18,486
Florida/Alabama	15,935
California/Nevada	12,560
Pennsylvania	11,722

Sprint Active Credit Unions

Michigan	207
California/Nevada	50
Texas	37
New York	33
Florida	30

What's New?

- FTD provides credit union member's special Valentine's Day offer
 - Exclusive discount of \$15 off each item purchased
 - Now is the perfect time to inform your members of the FTD discount
 - A special Valentine's Day Poster is available from the Marketing Materials page http://www.lovemycrreditunion.org/Marketing_Materials_148.html



- CompleteTax increases the discount to credit union members on state income tax e-filings from 30 to 42%. The credit union member price for e-filing state returns is \$17.47. For further details visit: http://www.lovemycrreditunion.org/CompleteTax_449.html





- ELS – Vacation Destinations - Exclusive discounts of 5% – 25%
 - **Also provides mortgage opportunities for credit unions**
 - Cottage/homes and rentals; RV sites and rentals
 - Park memberships/Camp sites
 - Marketing materials at:
 - http://www.lovemycrreditunion.org/Marketing_Materials_148.html
 - For complete details visit: http://www.lovemycrreditunion.org/ELS_450.html

Updates

- **There has never been a better time to promote “Buy American” through the GM and Chrysler Invest in America discounts**
 - The facts are that domestic vehicles have quality and safety ratings on par with foreign manufacturers
 - In the [J.D. Power and Associates 2009 Vehicle Dependability Study](#), Buick tied Jaguar as the most dependable brand while GM ranked in the top 3 of 8 categories
 - [U.S. News and World Reports](#) ranked the 2010 Ford Fusion Hybrid, 2010 Chevrolet Malibu and 2010 Ford Fusion as the top 3 affordable midsize cars
 - The [Insurance Institute for Highway Safety](#) listed the Buick LaCrosse, Chevrolet Malibu, Chrysler Sebring, Dodge Avenger, Dodge Journey and Jeep Patriot as Top Safety Picks for 2010 - only two Hondas and not one Toyota were chosen
 - “Toyota’s Crash and Burn”... “What Toyota once saw as a small glitch is now an escalating emergency”, [Automotive News](#), February 1, 2010
 - Toyota’s accelerator pedal issues have resulted in nearly 9 million recalls worldwide
 - Eight high volume vehicle lines, including Camry, are currently under a “stop sale” directive
 - During a Congressional inquiry, U.S. Transportation Secretary, Ray LaHood, stated: "NHTSA will continue to hold Toyota's feet to the fire to make sure that they are doing everything they have promised to make their vehicles safe"
 - The AP also reports that NHTSA is widening the investigating to include Honda and Nissan vehicles that use similar pedals
 - CNBC reports that Japan's Ministry of Transportation is ordering Toyota to investigate a rash of complaints about braking problems with Prius
- **Take advantage of exclusive credit union financing by signing up for the GM Private Offer**
 - Members receive an additional \$750 cash on top of credit union discounts
 - These offers honor occupational segments such as Teachers, State Employees, and the Military
 - There isn’t a better way to honor these hard working Americans than by offering some extra assistance in buying a new vehicle
 - This offer reinforces Invest in America’s commitment to help members save money and support our economy during these difficult times
 - Full details available at http://www.lovemycrreditunion.org/Credit_Union_Sign_Up_Forms_147.html
- **Invest in America Marketing Agreements due by February 19 to ensure your credit union receives first quarter marketing income**
 - Credit unions can now select which programs to support as well as the level of commitment and income sharing that fits your credit union's objectives and goals
 - Agreements can be accessed at
 - http://www.lovemycrreditunion.org/Invest_in_America_Contracts_487.html

Credit Union Best Practices http://www.lovemycreditunion.org/Partner_Center_145.html

The People’s Credit Union is promoting the CompleteTax discount on their website with a large header and banner on their [Member Benefits](#) page.

The screenshot shows the People's Credit Union website. At the top, there is a navigation bar with links for 'About Us', 'Personal Accounts', 'Business Accounts', 'Rates', 'Learning Center', and 'Locations'. Below this is a large banner image of a family (a man, a woman, and two children) looking at something together, with the text 'The Union Difference.' overlaid. To the left of the banner is a 'Learning Center' sidebar with links for 'Learn More About...', 'BALANCE Program', 'College Advisors Group', 'Financial Services', 'Member Benefits', 'Protecting Against the Flu', and 'Regulation D'. The main content area features a 'Member Benefits' section with a sub-header 'People's Members Save Up to 56% with CompleteTax'. Below this is a CompleteTax logo and a paragraph of text explaining the benefits of the program, including a 37% discount on state taxes and an additional 30% discount for members. The text also mentions that CompleteTax is provided by the same software used by more than 100,000 CPAs and tax professionals.



This is a great opportunity to purchase your new vehicle.

We are offering our members low rates on new auto loans, and when you purchase a vehicle from GM, you can take advantage of a great offer.



\$750 Member Private Offer
 + Supplier Pricing
 + Eligible Dealer Incentives

The offer is available on most 2009 and 2010 vehicles.

Act now. This offer is good thru January 4, 2010. It's easy to get pre-approved. Visit us online at www.stmarysbank.com, come into any St. Mary's Bank office, or call us at 1-888-786-2719.

Once pre-approved, follow these easy steps to take advantage of this special offer:

1. Visit www.LoveMyCreditUnion.org to secure your GM Credit Union Member Discount authorization code.
 - Under American Values/American Savings: Click on GM button then,
 - Click on get Your GM Authorized Code then,
 - Log in and click on Obtain Authorization then,
 - Follow steps to secure nine digit code and fill in below:

----- - GNI
2. Present the authorization number above along with this letter to your GM Dealer
3. For a list of St. Mary's Bank, GM dealer partners [click here](#)

Dealer will be required to keep these original materials for their records.

Hurry! This exclusive invite-only offer ends on January 4, 2010.
 Program Code XXXXXXXX



St. Mary's Bank, The nation's oldest credit union, finds a competitive advantage in targeted Private Offers:

“We are always looking for ways to help members -- not only with the products and services we offer, but through affiliated partnerships as well. The ‘private offer’ is added value to our members who are planning to purchase a new car.” Elizabeth Stodolski, Director of Marketing

USSCO Federal Credit Union is using social media to their full advantage by advertising Invest in America as an event on [facebook](#).

The screenshot shows a Facebook event page for 'Invest in America'. The event is hosted by USSCO Federal Credit Union and is categorized as 'Other - Retail'. The event details are: Start Time: Monday, February 1, 2010 at 12:00am; End Time: Saturday, May 1, 2010 at 12:00am; Location: GM AND CHRYSLER DEALERSHIPS; Phone: 8142664987; Email: andinley@usscofcu.net. The description states that credit union members across the country have access to terrific discounts on new GM and Chrysler vehicles through the Invest in America program. The event is confirmed by 3 guests: Christine Ringler, Sarah Nicole Monteth, and Sarah Nicole Dishong. The page also shows a list of other invited guests, including Ryan Solensky, Charles Onder, Stacy Serenko, Jason Kander, Jason P. Kilian, Jessica Gaudsp, Danielle Foye Petrosky, Jonathan Tunstall, and Eric Ronald Schneck. The event type is listed as 'This is an open event. Anyone can join and invite others to join.'