



**Membership Enhancement
Opportunity
for Credit Unions**

January 2009

Program Objectives



- To create win-win opportunities for domestic automakers, credit unions and their members for more affordable vehicles and financing.
 - Exclusive credit union member discounts.
 - Access to credit unions' \$160 billion in low-cost consumer loans.
 - Promotional support from credit unions
- To help U.S. automakers be successful by providing a boost for domestic auto sales



Program Structure



- CUcorp has contracts with GM and Chrysler. Each contract runs through June 30, 2009.
- Automakers agree to offer credit union member discounts for members of “participating credit unions” in return for promotional activities coordinated by CUcorp.
- Contract creates an advertising pool to be administered by CUcorp for future promotions in conjunction with state and national associations and other partners.
- www.lovemycreditunion.org is a dual-purposed web site providing:
 - Information for members to take advantage of the discounts.
 - Credit union support including free marketing materials for promoting the Invest In America program to their members.



Program Status

- **GM**

- CU Member Discount
- Supplier pricing (4.5% off of MSRP)
- Layers on top of most other incentives
- CU financing not required
- Pilot live in OH, IL, IN & MI
- Expected to go national – 1/7/09



- **Chrysler**

- CU Member Cash
- \$500 or \$1,000 cash rebates
- Layers on top of most other incentives
- CU financing IS required
- Pilot live in OH, IL, IN, MI, TX, AR, OK, TN, MS, KY, LA, & NM
- Expected to go national – 1/7/09



- **Ford**

- Several meetings have been held, as recently as 12/22
- Ford has an interest in discussing a partnership and talks continue.
- CUcorp has consistently reached out to Ford and is hopeful that a partnership can be worked out soon.



1/7/09 Media Opportunity

(Confidential Pending GM and Chrysler Agreements)



GM/Chrysler Program Expansion Announcements

- CUcorp will coordinate national media conference calls on 1/07/09.
- Joint national press releases prior to the conference calls.
- State associations are encouraged to provide customized state-level releases on the same day **AFTER** the national media calls.
- Credit unions are encouraged to send a local release or contact local media **AFTER** the national media calls.
 - Credit Unions should focus on their participation or “joining” the Invest in America campaign (i.e., Kellogg Community and Co-op Services CU)
 - Credit unions may offer to work with their association on media events
- Sample press releases from leagues and credit unions are included in this presentation.



1/7/09 National Press Release Key Points



- **7,900 U.S. Credit Unions Make \$80 Billion in Low-Cost Auto Loans Available to Boost Domestic Auto Sales - GM and Chrysler Commit to Nationwide Credit Union Member Rebate Program**
 - GM Credit Union Member Discount Program Extends Supplier Pricing Discounts to Credit Union Members Nationwide after Successful 4-State Pilot
 - Chrysler Credit Union Member Cash Program Extends \$500 or \$1,000 Cash Rebates to Credit Union Members Nationwide after Successful 12-State Pilot
 - Active Talks Continue With Ford Motor Company
 - Credit Unions have \$160 Billion in Available Liquidity For All Types of Consumer and Small Business Loans
 - Credit Union Auto Rates Average 5.4% vs. 6.9% according to Datatrac's survey of 17,000 lenders (10/21/08)
 - As Not-for-Profit Cooperatives, Credit Unions Can Sometimes More Effectively Help Borrowers with Blemished Credit Scores
 - Point-of Purchase Financing is Critically Important for Auto Sales Due to the Credit Crunch. The \$80 Billion Would Potentially Finance 4 Million New Car Sales
 - Credit Unions Are Seeing Strong Membership Growth (Add'l 2.3 million per year) and Loan Growth (10% annual growth rate) as Consumers Discover the Benefits of Membership
 - High Service Levels (According to annual American Banker/Gallup Polls)
 - Better Rates and Lower Fees (According to Datatrac)



National Data – 9-30-08

Source: NCUA Federally Insured CUs



- 7,904 Credit Unions
- \$801 Billion in Assets; \$560 Billion in Total Loans
- \$164 Billion in Investments (Available Liquidity)
- Total Loans Grew at an Annualized Rate of 10% in the Third Quarter of 2008.
- Delinquent Loans/Total Loans = 1.13% (9/08) vs. 0.81% (9/07)
- Net Worth/Assets: 11.16%, up from 11.03% (6/08)
- Membership Grew by 2.67% (annualized) to 88.5 million, a pace of 2.3 million new members in '08.
- U.S. Credit Unions finance approximately 1.5 million new auto loans per year.
- Using 50% of their available liquidity for new car loans, the \$80 billion would finance approximately 4 million new vehicle sales in the U.S.



Opportunities for Credit Unions

Invest in
America 
www.lovemycreditunion.org

- Extremely positive press coverage that positions credit unions as helping automakers and the economy.
 - Credit unions can supplement the media coverage with their own news releases in local markets.
- The member discounts help differentiate credit unions for auto loans and the value of CU membership, providing a catalyst for membership and auto loan growth.
- The advertising pool will create future opportunities for promoting CUs and this program specifically.



- Auto Discounts For Consumers
- Credit Unions Are Different
- Safe & Secure
- Financial Resource Center
- Press Room
- Home
- Credit Union Support Center (IIA)



Find A Credit Union Near You

Invest In America Press & Media Releases

Invest in America Continuing Coverage:

- [Wall Street Journal: Credit Unions Offer Auto Deals](#)

GM Announcement Media Coverage:

- [USA Today: Midwest credit unions pledge \\$10B in car loans](#)
- [Wall Street Journal: Credit Unions to Offer Deals to Spur Auto Sales](#)
- [Bloomberg News: GM Adds Credit Union Loan, Vehicle Price Incentives](#)
- [Crain's Cleveland Business: "Midwest credit unions pledge \\$10B in auto loans to help GM"](#)
- [Boston Herald.com: "Midwest credit unions pledge \\$10B in car loans"](#)
- [CNN Money.com: "Credit Unions To Offer Deals On Detroit-Made Vehicles"](#)

Chrysler Announcement Media Coverage:

- [Forbes Magazine: Credit Unions Expand Car Loan Program to Chrysler](#)
- [Business Week: Credit Unions Expand Car Loans With Chrysler](#)
- [Detroit News: Chrysler Follows GM's Lead, Partners With Credit Unions to Offer Loans](#)
- [Columbus Business First: Chrysler Joins Credit Union Discount Program](#)
- [Atlanta Journal Constitution: More Credit Unions to Offer Auto Rebates](#)
- [Oakland Business Review: Chrysler Latest Automaker to Partner With Credit Unions](#)

Press Releases:

- [Michigan: Chrysler LLC Joins Expanded "Invest in America" Partnership \(12/17/08\)](#)
- [Ohio: Chrysler LLC Joins Expanded "Invest in America" Partnership \(12/17/08\)](#)
- [Illinois: A great opportunity for credit unions and their members. Chrysler signs on to program \(12/16/08\)](#)
- [Indiana: Midwest Credit Unions Create "Invest in America" to Give Members a GM Discount \(12/16/08\)](#)
- [Ohio: Credit Unions "Invest in America" Through Partnership: Credit union members receive GM supplier discount; Midwest credit unions have billions to lend \(12/11/08\)](#)
- [Michigan: Credit Unions "Invest in America," Pledge \\$10 Billion for Low-Cost Auto Loans Give Credit Union Members a GM Discount \(12/10/08\)](#)

First wave of publicity was very strong:

- 12/8 – GM
- 12/16 – Chrysler
- The national rollout should garner very strong, positive coverage if state associations and credit unions are prepared.

Public Relations



- Credit unions should pursue media placements by leveraging the GM and Chrysler partnerships with their local media.
- A three-pronged effort should be taken to get the most coverage of **“Invest in America.”** If credit unions target newspapers, television and radio, they should see broad based coverage.
- Consider issuing a press release (samples provided).
- Contact your league and let them know you are willing to speak with the media in your market and can be included in their media plan.
- Remember....this story is not just relevant the day it’s rolled out. It’s relevant every day of the program. Keeping an eye on statistics, numbers. Good credit union stories will keep this evergreen.
- Go to the credit union support section in www.lovemycreditunion.org for more PR tips.



Sample Local Credit Union Release



- _____ Credit Union or _____ Area Credit Unions Join the **Invest in America** Campaign, Making _____ Millions Available for Low-Cost Auto Loans in Effort to Strengthen the U.S. Economy and Domestic Automakers.
 - _____ Credit Union Among 7,900 U.S. Credit Unions Hoping to Make a Difference for U.S. Automakers through the Invest in America Program.
 - Credit Union Auto Loan Rates Average 5.4% vs. 6.9% for Banks According to Datatrac (10/21/08)
 - Credit Unions Nationwide Making \$80 billion Available in Bid to Help Auto Industry and Consumers With Affordable Financing and Consumer Discounts.
 - Area Credit Unions Continue to See Strong Membership and Loan Growth in Difficult Economy



Credit Union Press Release Sample



featuring Today Show ▾ Nightly News ▾ Dateline ▾ Meet the Press ▾ M

Business Press Releases

Categories

- U.S. news ▾
- World news ▾
- Politics ▾
- Business ▾
- Stocks & economy ▾
- U.S. business ▾
- World business ▾
- Autos ▾
- Real estate ▾
- Retail ▾
- Careers ▾
- Personal finance ▾
- Small business ▾
- Viewpoints ▾
- Sports ▾
- Entertainment ▾

Co-op Services Credit Union Joins Invest in America Campaign

Vehicle Discounts and Auto Financing Readily Available

marketwire
updated 1:05 p.m. ET, Mon., Dec. 22, 2008

LIVONIA, MI - In response to tightening credit nationwide and the severe economic impact on the U.S. auto industry, Co-op Services Credit Union has joined a consortium of more than 1,200 Midwest credit unions participating in the "Invest in America" campaign, which is seeking to go nationwide.

The program is offering cash discounts for credit union members from both Chrysler and GM and access to affordable financing on new vehicle purchases.

Credit union members are eligible to receive the GM Supplier Discount plus \$250 bonus cash* (see dealer for details) on most new GM vehicles, through January 5, 2009.

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Inform Your Members!

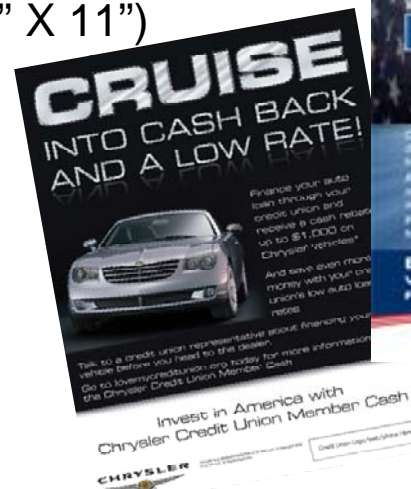


- This program is a very big, but short-term opportunity. The opportunity to expand and extend the program will depend on the level of success of the program. **THIS WILL DEPEND HEAVILY ON CU PROMOTIONAL EFFORTS!**
- Visit www.lovemycreditunion.org for more information about the program and everything you need to successfully market the program to your members.
- All marketing materials are available in pdf form for you to have printed. However, if you'd like CU Growth Solutions to print and deliver them to you, or if you have any marketing questions, call us at 800-435-2824 ext. 801 or email CSR@cucorp.com.



Marketing Made Easy

- The Credit Union Support Center includes:
 - Informational webinars and/or prior (downloadable) webinars for implementation details, marketing guidelines, PR tips and FAQ's.
 - Invest In America and GM/Chrysler approved marketing materials including:
 - Suggested Web Site Home Page Layout
 - Posters (22" X 28" & 8.5" X 11")
 - Statement Inserts
 - Web Banners
 - Newsletter Articles
 - E-Blast Message
 - On-Hold Message



Getting Started Is Easy

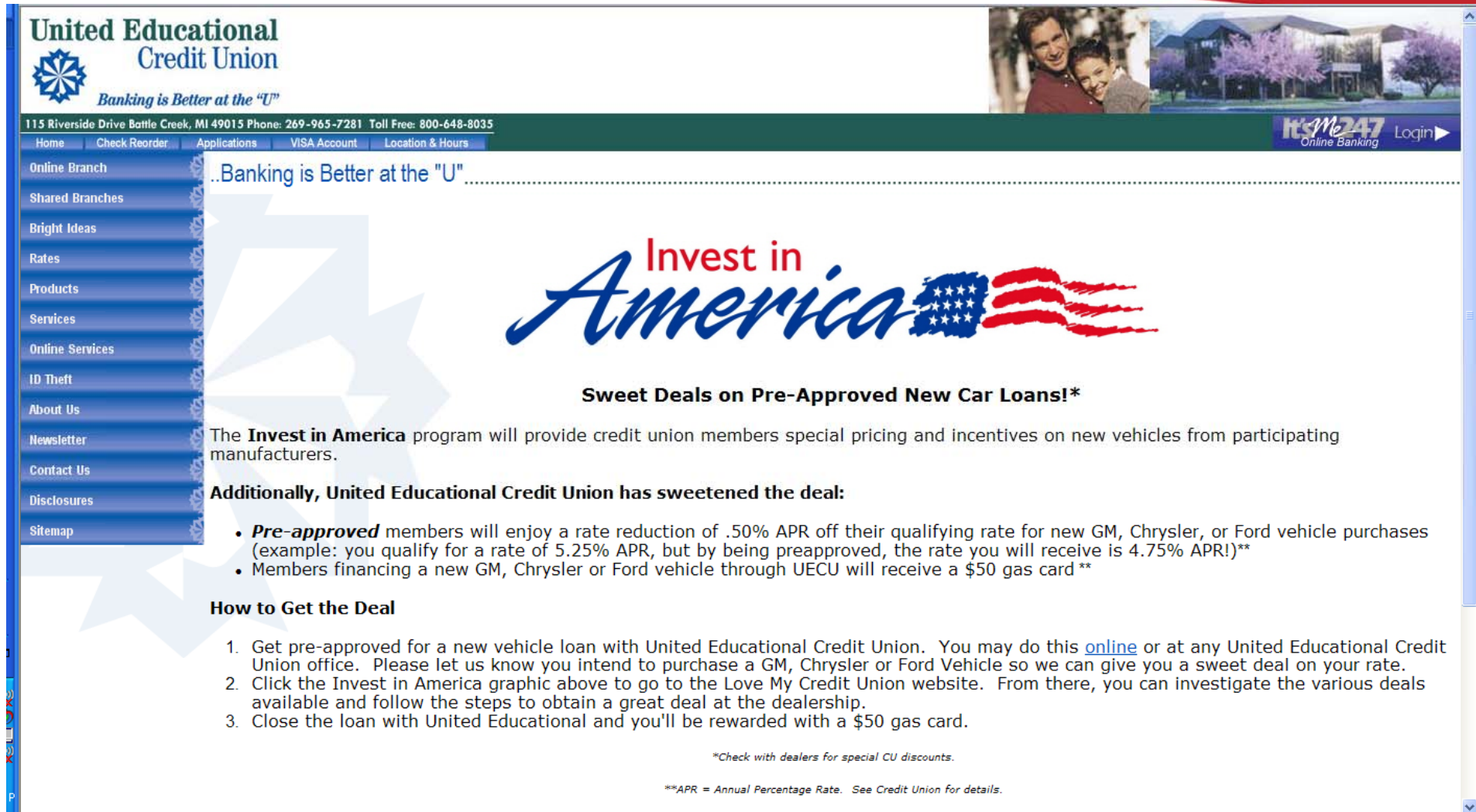


- Recommend steps for getting started:
 - Chose one of the available marketing campaigns.
 - Incorporate the “Suggested Web Site Home Page Layout” on your Web site with the appropriate web banner that links to www.lovemycreditunion.org, where your members can learn about the program details. (see following examples)
 - Place posters and statement inserts in your branches.
 - Send your members e-blast messages.
 - Use the prepared newsletter article in your next mailing.
 - Record an on-hold message with the provided copy.
 - Include a statement stuffer with your next quarterly statements.
 - Consider issuing a press release.



Example of Credit Union Web Site Promotion

Invest in
America 
www.lovemycreditunion.org




United Educational Credit Union
Banking is Better at the "U"

115 Riverside Drive Battle Creek, MI 49015 Phone: 269-965-7281 Toll Free: 800-648-8035

Home Check Reorder Applications VISA Account Location & Hours

Online Branch
Shared Branches
Bright Ideas
Rates
Products
Services
Online Services
ID Theft
About Us
Newsletter
Contact Us
Disclosures
Sitemap

..Banking is Better at the "U".....

Invest in America 

Sweet Deals on Pre-Approved New Car Loans!*

The **Invest in America** program will provide credit union members special pricing and incentives on new vehicles from participating manufacturers.

Additionally, United Educational Credit Union has sweetened the deal:

- **Pre-approved** members will enjoy a rate reduction of .50% APR off their qualifying rate for new GM, Chrysler, or Ford vehicle purchases (example: you qualify for a rate of 5.25% APR, but by being preapproved, the rate you will receive is 4.75% APR!)**
- Members financing a new GM, Chrysler or Ford vehicle through UECU will receive a \$50 gas card **

How to Get the Deal

1. Get pre-approved for a new vehicle loan with United Educational Credit Union. You may do this [online](#) or at any United Educational Credit Union office. Please let us know you intend to purchase a GM, Chrysler or Ford Vehicle so we can give you a sweet deal on your rate.
2. Click the Invest in America graphic above to go to the Love My Credit Union website. From there, you can investigate the various deals available and follow the steps to obtain a great deal at the dealership.
3. Close the loan with United Educational and you'll be rewarded with a \$50 gas card.

*Check with dealers for special CU discounts.
**APR = Annual Percentage Rate. See Credit Union for details.

Example of Credit Union Web Site Promotion



About Us Find a Branch Join Today! Contact Help My Preferences

Search

Choose your site preferences:

Products & Services

Locations

Become a Member

News

Financial Planning

DECU@Home

Loans

Savings

Calculators

<u>Security</u>	<u>Rates as low as</u>
2007-2008 Vehicles:	3.90%
2004-2006 Vehicles:	4.25%
2000-2003 Vehicles:	6.50%
Signature:	11.90%
Home Equity:	3.300%
First Mortgage:	4.750%

[View all loans »](#)

Rates may vary based upon credit quality of applicant(s) and term of loan.

Invest In America

Another reason it's great to be a member of Decatur Earthmover Credit Union.

with DRIVING the DISCOUNT

Holiday Hours
Please note our limited hours this holiday season.

DECU AutoSmart

Research your next vehicle purchase with DECU AutoSmart and save money!

Credit union members drive away with two great deals. A terrific discount on most new **GM** and **Chrysler** vehicles. Plus a low loan rate from your credit union!

Find a Branch

There's one near where you live, work or play.

Sam's Club Offer

Sam's Club Offer

Invest in America

Membership Enhancement Opportunity
for Credit Unions
January, 2009

www.lovelmycreditunion.org
amb@mcul.org (Contact: Alan Babcock)

