



Love My
Credit Union®
rewards

Program Overview



Overview and Impact

What is LMCUR?



Love My Credit Union® Rewards is a nationwide affinity program operated by CU Solutions Group that serves 1,400+ credit unions with more than 55 million members.

Collectively, LMCUR has saved over 9 million members more than **\$2 billion** on products and services they use every day.

We partner with top national companies so your credit union can offer your members additional ways to save, simply because they are your credit union member.

By partnering with Love My Credit Union Rewards, your credit union provides your members even more ways to continue down their path to financial wellness and more reasons to be a member of your credit union.



Industry Recognition

- 2018 CUNA Diamond Award for Snap, Share, Win Sweepstakes
- 2017 CUNA Diamond Award for Love My CU Campaign
- 2015 CUNA Diamond Award for Love My Credit Union Rewards Rebrand
- 2012 NCUF Herb Wegner Memorial Award for Most Outstanding Credit Union Program
- 2009 CU Journal's Innovation of the Year Award

CREDIT UNION
JOURNAL



Success Metrics

\$2,000,000,000+



TOTAL MEMBER SAVINGS

\$120,000,000+



**REVENUE SHARED
WITH CREDIT UNIONS
AND LEAGUES**

9,000,000+



MEMBERS SERVED

1,000,000+



VEHICLES SOLD

\$9,200,000,000+



MEMBER LOANS



Program Offers

Mobile and Internet Services Program



Spectrum mobile™

More **FOR**
YOUR MEMBERS

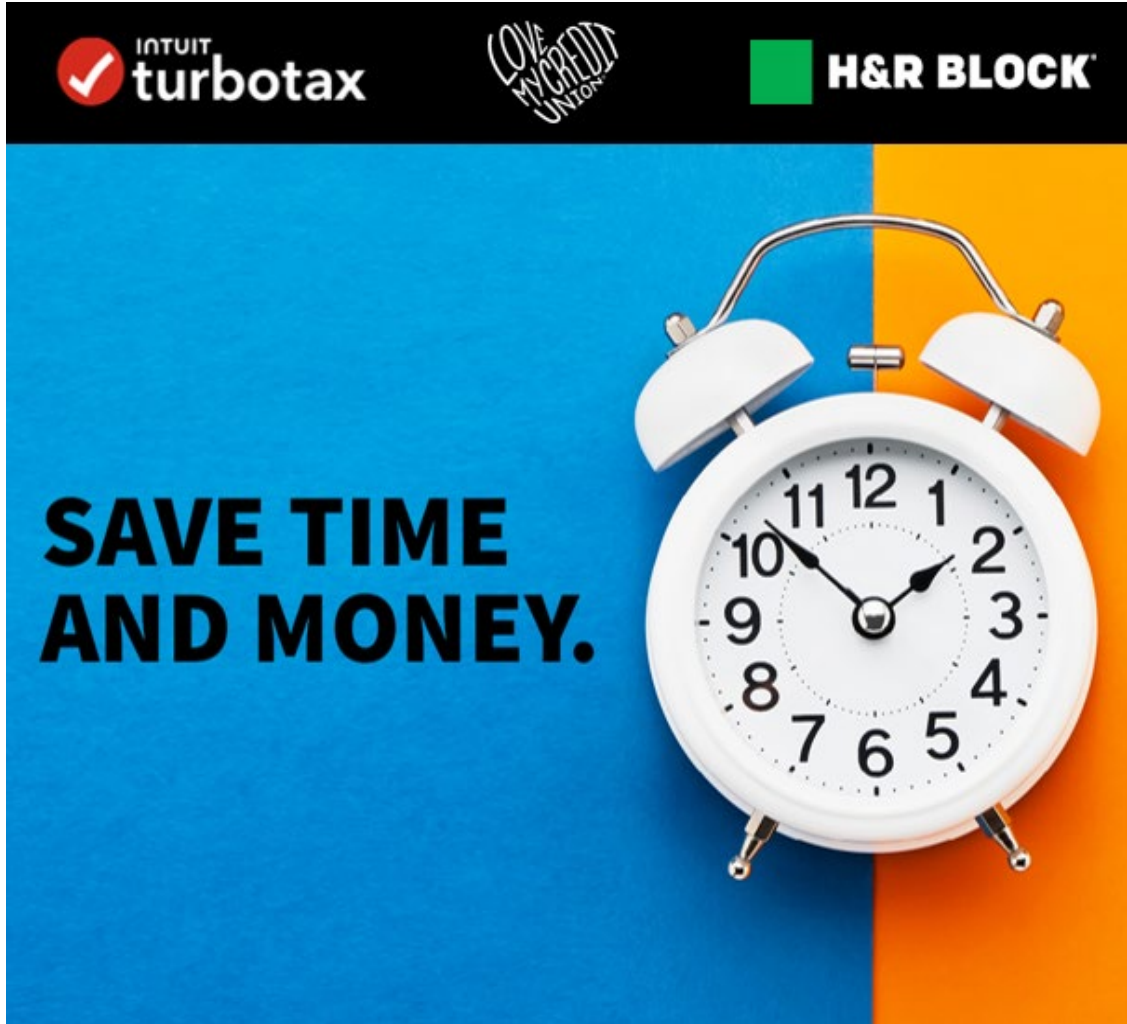
NEW CASH REWARDS

 Love My
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- Members can save hundreds when they switch to Spectrum and get the best of both worlds with internet and mobile together.
- Switch between Unlimited and By the Gig anytime, no contracts, and no activation or phone line fees. Stay connected anytime with nationwide WiFi at no extra cost.
- **Spectrum** member exclusive:
 - Get a \$50 cash reward for each new mobile line
 - Dedicated member only call center at 833-804-3916
- Pay-for-performance revenue share* for your credit union
 - \$10 for each new Spectrum mobile line activated

*Credit union must be enrolled in the program and use their custom click URL or HTML coding for tracking and sales attribution.

Tax Services



- Strengthen member relationships by providing them with expert tax services and savings with Intuit TurboTax and H&R Block.
- **TurboTax** offers members **savings of up to \$15** on federal online tax preparation products, do-it-yourself, live and live full service.
- **H&R Block** offers members a savings of **\$25 off in-person** tax preparation for new clients and returning clients receive the Tax Identity Shield for free, a \$35 value.
- Improve wallet share by leveraging core products and services.
- Co-branded TurboTax microsite and Tax Services landing page.



Marketing and Support

Marketing Made Easy

MARKETING ASSETS AVAILABLE

Access a wide variety of free, high-quality assets in the Partner Center for both individual and multi-partner marketing.

SIMPLIFIED MARKETING PLAN

Web banners, emails, display ads, social, blog content, and more for a marketing plan that works best for you and your members.

FRICTIONLESS MEMBER EXPERIENCE

All marketing assets in the Partner Center have unique HTML coding and custom click URLs to provide members with access to the exclusive offer while giving you visibility on traffic and member sales.



LMCUR Partner Center

What is the Partner Center?

- The Partner Center is your go to resource for all Love My Credit Union Rewards programs.
 - Enroll in new programs
 - Access marketing materials
 - View performance reports for each program
 - Access program webinars
 - Program FAQ's
 - Staff training materials



Welcome to the Partner Center

The Partner Center is a resource for credit union employees to enroll in Love My Credit Union Rewards partner programs, access free marketing materials, and review performance reports.

Partner Center Log-In

Already have a password? Log in here.

Email Address

Password

[Forgot password?](#) [Log In](#)

OR

Request Partner Center Access

[Sign Up For Credit Union Employee Access](#)

[Sign Up For League Employee Access](#)

[*Sign Up For Credit Union Support Organization Employee Access](#)

* Credit Union Support Organizations include the following entities: Credit Union Service Organizations, Corporate Credit Unions, CU Foundations, CUNA Mutual Group, CO-OP Financial Services, World Council of Credit Unions

Just looking for more information? [Click here](#)

Welcome to the Partner Center, your gateway to Love My Credit Union Rewards!

myDashb@ard

Contacts with Partner Center Access

Name	Title	Email

[PARTNER OFFERS](#) [WEBINARS](#) [PROGRAM SALES REPORTS](#)
[STAFF TRAINING](#) [MARKETING MATERIALS](#)

Program Overview & Enrollment

Tax Services Program

Participation Status: Not Enrolled

The Love My Credit Union Rewards Tax Services program provides your members with special member savings on the most popular tax preparation services. Members can file online with TurboTax or get help from a Tax professional at an H&R Block office. Expert tax services and savings for your members - the way they want it.

[Enroll](#)
[Program Overview](#)

Mobile and Internet Services Program

Participation Status: Not Enrolled

Spectrum has joined the Love My Credit Union Rewards Mobile and Internet Services Program. Give your members the best of both worlds with internet and mobile together. Members can switch, save and get cash rewards for new internet and new mobile line activation. Plus, more benefits for your credit union including non-interest income.

[Enroll](#)
[Program Overview](#)

Best-In-Class Service

- Member Support is available to assist members with questions related to LMCUR offers and their cash reward deposit. The LMCUR Member Support Team is available by phone Monday- Friday from 9:00 am – 5:00 pm ET at (844) 703-0123 and by email at membersupport@lovemycreditunion.org.
- Strategic Relationship Managers work with credit unions to develop customized marketing plans, monitoring ongoing performance, and campaign results.
- The LMCUR Team leverages insights from across the industry to optimize marketing campaigns and share best practices.



*"We appreciate having the tools and marketing put together. This makes it **easy** for us to implement and offer this program to our members. We applaud CU Solutions Group for working with all of these partners so we can offer the program to members." Don Bratt, VP of Marketing, Lake Michigan Credit Union*

Simplified Enrollment



GET STARTED TODAY.

Partner Center | PartnerCenter.Lovemycreditunion.org

1. Enroll in programs today
2. Plan your marketing: Access free marketing materials
3. Promote the special member offers to your employees and members

We're here for you every step of the way. Whether it's to answer a question, or help you plan your marketing efforts, feel free to reach out to your Strategic Relationship Manager or ClientSupport@cusolutionsgroup.com



Thank You

GET STARTED

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