



MemberCONNECT® Life Insurance

Making available life insurance through the insurance companies offered, MemberCONNECT® can help strengthen the financial security of your members – and strengthen their financial relationships with your credit union. And your participation in the MemberCONNECT program can provide an additional source of non-interest income.

Deliver Insurance Solutions that Meet Your Members' Needs at Competitive Rates

The program's life insurance solutions are competitively priced and versatile. Members can use proceeds from benefits to meet a broad range of needs to fund retirement, create an estate, pay estate settlement costs, fund a business buy-out, and finance key employee coverage. The four types of policies are:

- **Term Life**
- **Whole Life**
- **Universal Life**
- **Variable Universal Life**

Term Life

Term coverage is the least expensive form of life insurance. Unlike permanent life plans, it typically does not build cash values. For members who need to ensure that obligations can be met – such as paying a mortgage, funding education, or protecting against business losses – term insurance can be the right policy at the right price. The two basic forms of term life insurance are Guaranteed Issue and Underwritten.

- **Guaranteed Issue Policies**

Written without regard to an applicant's health, but age limits and waiting periods may apply, and rates are generally higher than Underwritten policies.

- **Underwritten Policies**

Issued only after the applicant meets certain requirements, such as passing a physical exam.

Whole Life

Whole Life Insurance combines level (fixed) premiums and level (fixed) benefits with a cash value that builds up over time for a policyholder. Whole Life is well-suited for long-term obligations.

Universal Life

Universal Life is a single policy that combines permanent life insurance with a cash value accumulation fund that is responsive to changes in interest rates. Members can determine what portion of each premium will fund the two elements of insurance for death benefits and cash value benefits. With a flexible premium and adjustable benefit structure, Universal Life can be tailored to match a member's needs.

Variable Universal Life

Variable Universal Life offers personalized insurance protection combined with accumulation potential. Members can choose their investment options, enabling them to create investment portfolios that reflect their individual goals. The versatility of Variable Universal Life benefits members throughout their lives:

- **For children**, it can build a fund for college or help guarantee future insurability.
- **For young couples**, it can provide financial security and tax-deferred cash accumulation.
- **In later years**, it offers insurance protection and tax-deferred cash as retirement income.
- **Retirees and grandparents** can use it as retirement savings, or pass the insurance benefits to heirs tax-free.

Ask how life insurance products through the MemberCONNECT program can:

- **Produce extra non-interest income**
- **Meet members' most basic protection needs**
- **And complement AD&D and MEMBERS Auto and Homeowners Insurance**

MemberCONNECT[®] Life Insurance

Purchasing Options

Members want choices not only in the products available, but also in how to purchase them. MemberCONNECT's three delivery channels allow members to research and purchase life insurance in the manner that's most convenient for them:

- **Direct Mail**

Target marketing helps ensure that mailings are sent only to households that can benefit from the offers. Continuous testing refines the accuracy of each mailing and improves response rates.

- **Phone Service**

Our call center is staffed with highly qualified, licensed representatives who provide one-on-one consultation. They can answer members' questions regarding mailings they have received. Our needs-based approach with members centers around helping them select the best insurance solutions.

- **Internet**

Members Financial Network (MFN), our Internet channel, lets you provide members with instant 24/7 access to insurance information and quotes. MFN is linked to your Internet site to further position your credit union as your members' primary financial institution.

Commitment to Service

Your members receive superior service through the MemberCONNECT program. They have fast, toll-free access to knowledgeable service representatives, rather than extended automated voice responses. They also have access to some service needs securely online.

Your members receive claims quickly and hassle-free. Our service representatives are trained to provide solutions to members who have service requests. And your credit union's relationship with your members is promoted during every call.

- Fast and accurate handling of claims
- High quality service is the standard, not the exception
- Friendly, professional service representatives
- Reinforcing your credit union's relationship with members
- Phone and online service options
- Convenience of toll-free phone and extended hours

Call for More Information

For more details on how MemberCONNECT's Life Insurance products can benefit your credit union while meeting your members' needs, contact your CUNA Mutual Sales Executive at **1-800-356-2644, extension 2067** or visit us at **www.cunamutual.com**.

Insurance is underwritten by CUNA Mutual Insurance Society. Representatives are registered, securities are sold, and investment advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA/SIPC, a registered broker/dealer and investment advisor, 2000 Heritage Way, Waverly, Iowa 50677, toll-free (866) 512-6109. **Non-deposit investment and insurance products are not federally insured, involve investment risk, may lose value and are not obligations of or guaranteed by the financial institution.** CBSI is under contract with the financial institution, through the financial services program, to make securities available to members.

This product sheet is for basic education only and not for training credit union employees. Non-licensed individuals may not describe details of insurance products to the public.



CUNA Mutual Insurance Society

P.O. Box 391 • 5910 Mineral Point Road
Madison, WI 53701-0391 • 1.800.356.2644
www.cunamutual.com