

Internal & Client Email: Save to Win Program Price Increase

Subject: 2018 Developments with Save to Win

Greetings <FirstName> —

In 2018, as in 2017, Save to Win is expanding its national footprint. For many of our employees and long-standing clients, this likely comes as no surprise.

Over the years, the program has enjoyed great success — starting with just eight Michigan credit unions in 2009, Save to Win is now offered by well over 100 credit unions across 12 states and is growing at a fast pace. This is great news for those offering the program as it increases the prize pool for members and generates more recognition for credit unions.

There are, however, costs associated with evolving the program and creating manageable growth. In 2018, CU Solutions Group will be instituting a modest price increase of 10 percent — this is the first increase in more than five years. For the vast majority of Save to Win clients, this represents an increased investment of only \$100-\$200 per year.

We hope that all parties involved understand the necessity for this increase. Save to Win was never intended to generate profit — it is, and has always been, about promoting a core component of the credit union mission: thrift, and smart, responsible saving. As such, CUSG will continue to subsidize the program, as it has since its inception, so that we continue to play our own part in making Save to Win as affordable and accessible as possible.

Attached, you will find the updated Save to Win fee schedule for 2018. If you have any questions, comments or concerns, please don't hesitate to let me know directly. Thank you, once again, for all that you do in support of the credit union social mission and this pivotal program.

Kind Regards,
Dave Adams, CU Solutions Group President & CEO

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