

# THE TRUSTONE FINANCIAL STORY

## TruStone Financial Increase in Membership Strategy

### Situation:

TruStone Financial recently rebranded itself to expand on its member base, helping them reach beyond their core membership of teachers and teachers unions.

### Solution:

TruStone Financial engaged Incentive Services to help design and manage a sales incentive program. Through several collaborative meetings, a program structure was created to accomplish the following:

- Increase New Membership referrals and account openings.
- Increase Core Product sales (i.e. Checking Accounts, Debit Cards and Loans)

The TruStone program was introduced through a series of targeted meetings and a dynamic communications Campaign. A technology platform was implemented to communicate Program Rules, as well as to provide overall performance to management. The platform allowed participants to earn rewards for achieving goals.



### Results:

After year 1 of the program, the results far exceeded TruStone's expectations.

- Added more than 3,000 new members.
- Increased loan portfolio by \$11.9 million.
- Increased deposit portfolio by \$11.2 million.
- Increased total business portfolio by \$23.1 million.
- Awarded best incentive program by the Credit Union Journal.