



Union Plus Benefits – The Icing On The Cake

Who is Union Plus?



Who is Union Plus?

- A nonprofit created by AFL-CIO in 1986
- Provides 25+ consumer benefits and discounts to union members
- No membership fee or need to enroll
- No union dues go to operation
- Reports to board of Intl. union leaders
- Unionized staff (OPIEU Local 2)





Who is Union Plus?





What is Union Plus?

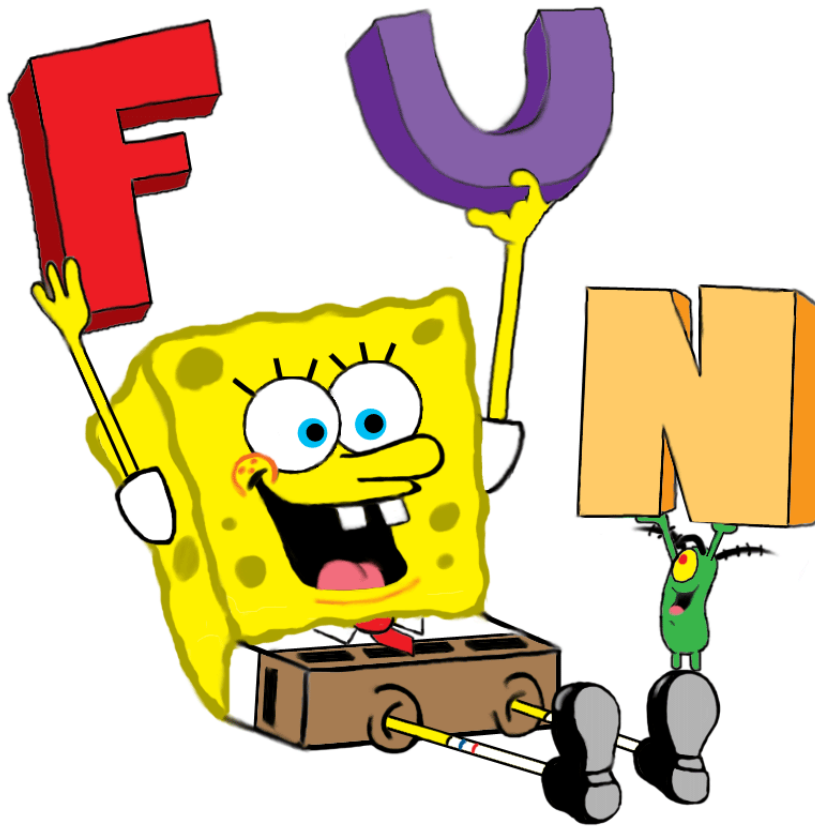
- The icing on the cake



mmm....union cake

What is Union Plus?

- The fun stuff!



F is for friends who do stuff together.

U is for being in a union!

N is for anywhere and anytime at all, wherever union members may be!



What is Union Plus?

- Another reason it's good to be a union member.



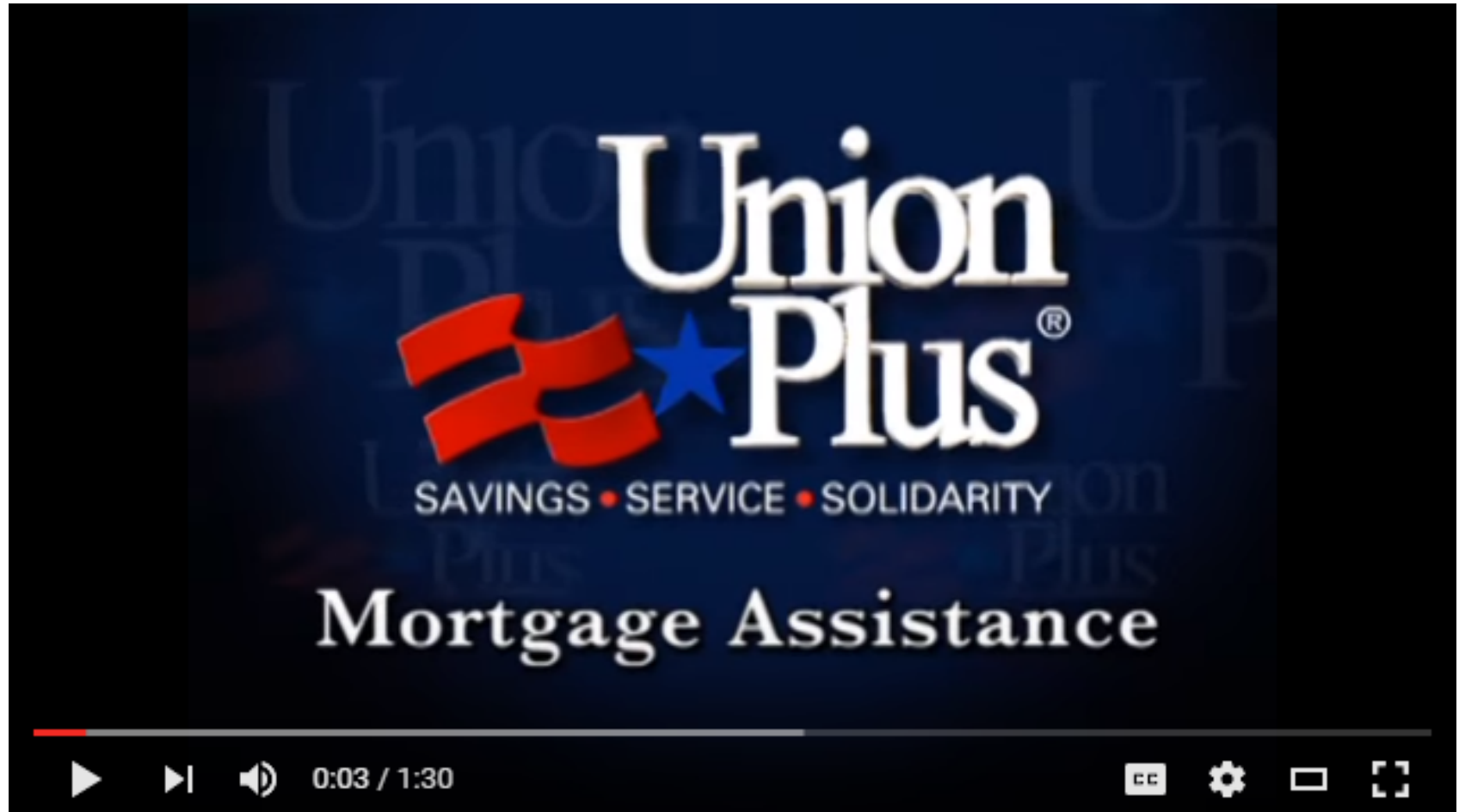
**No union?
No Union Plus for you!**



Union Plus' Top Programs



The Union Plus Mortgage Program





The Union Plus Mortgage Program

- **Layoff, or Disability**
 - Interest-free loan of up to 6 months of your mortgage or \$15k
 - \$1,000 grant does NOT need to be repaid
- **Strike or Lockout** (under 30 days)
 - Interest-free loan
- **Strike or Lockout** (over 30 days)
 - Grant does NOT need to be repaid
 - Pays up to 6 months of your mortgage or \$15k



Other benefits:

- \$500 First-Time Home Award
- \$500 My Mortgage Gift Award (at closing)
- A \$1,000 Mortgage Veterans Grant for Steelworkers who've served in the U.S. armed forces.



USW Mortgage

- USW member David Santos
- USAF Veteran
- Earned \$2,000 in awards with Union Plus.
- “When we received the grant money from Union Plus we put the majority of the money straight into the house,” Santos says. “We bought curtains and pillows, and completely re-did our mudroom. We made custom cabinets, laid new countertops, and installed a stainless steel sink.”





Two truths and a lie...

Text USWPOLL to 22555

1. You need to put up at least 20% for a mortgage loan down payment.

A

2. Union Plus has a real estate program that pays members based upon the size of their mortgage.

B

3. You can be a first-time home buyer more than once in your life.

C

0%



Union Plus Real Estate Program

- **Save \$100s even \$1000s.**
Steelworkers receive \$50 for every \$10,000 in home value after closing.
- **Experienced.** Every SIRVA agent is pre-screened as the best, based on performance, service and coverage around you.

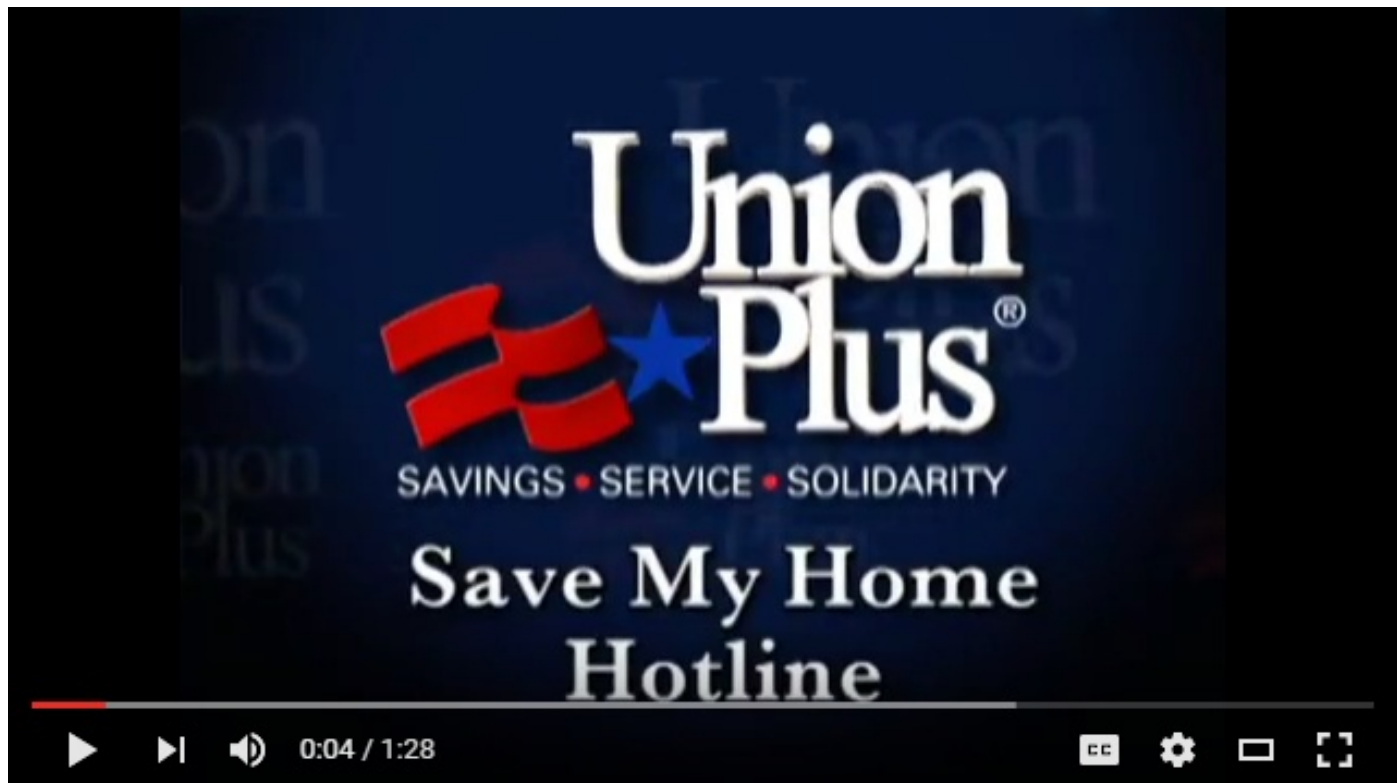
Home Value	Member Cash Back
\$150,000	\$750
\$250,000	\$1,250
\$350,000	\$1,750
\$450,000	\$2,250





The Save My Home Hotline

- Provided through the non-profit Money Management International (MMI)
- Over 50 years of experience
- It's free, confidential, and could be the difference that keeps a Steelworker in their home!
- **Just call 1-866-490-5361, 24/7**





15% AT&T Discount

- AT&T is the only nationwide unionized wireless carrier, employing over 150,000 union members
- Union members save 15% on wireless services
- Union members can get rebates of up to \$250 when they upgrade their smartphone and use their Union Plus Credit Card





What does a unionized wireless carrier mean?

Does your wireless carrier...

	AT&T	Verizon	T-Mobile	Sprint
respect workers' right to organize a union ?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
support collective bargaining ?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
have a union contract that provides 150,000 workers with good jobs and health care benefits?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
have a fair grievance procedure to resolve workplace disputes?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The choice is clear: AT&T is the **ONLY** wireless carrier that gives workers a voice on the job!



15% AT&T Discount

- Everyone has a cell phone, and everyone is paying too much! Who doesn't want to save 15%?
- USW members looking to upgrade get \$250 in rebates when they use their USW Union Plus Credit Card.
- It's easy!

“Using the service was easy. I filled out the paperwork and received a check.”

Brenda Stuckey, retired USW member



**The average person looks
at their phone _____ times
per day.**

46

**The average person
spends \$_____ per month
on their smartphone
plan?**

\$93

(\$110 for

iPhone users)



Verizon Strike

Hardship grants to Union Plus Credit Cardholders:

- 249 union members provided \$300 grants.
- Expects to exceed \$150,000 in grants to CWA and IBEW members

Mortgage Assistance Grants:

- Provided over \$330,000 in interest-free loans and grants toward the Union Plus Mortgages of CWA and IBEW members





If your members need help....

Text **STRIKE** to **22555**

Text **DISABILITY** to **22555**

Text **LAYOFF** to **22555**

Text **ASSISTANCE** to **22555**

Text **DISASTER** to **22555**



These programs have provided over \$8.5 million to union members, and almost \$500,000 to USW members since 2009.



The Union Plus Scholarship Program



- \$150,000 annual scholarships for members' children
- More than \$4 million in 20 years
- Since 2009, Union Plus has given USW families \$51,000 in scholarships
- USW had four winners in 2016
- Learn more at UnionPlus.org/Scholarship





The Union Plus Scholarship Program

"Growing up in a working class family, my family was dependent on the good wages and healthcare benefits my dad's union job provided. When the factory he worked at eventually shut down, had it not been for my mom's good-paying union job with the state government my family never would have made it. Thus, as a thankful beneficiary of the 'Union Difference' I grew up understanding that everything I had was because of the labor movement."

-John Ertl,
USW son and Union Plus
Scholarship Winner
Text **ERTL** to **22555** to read more





Auto Related Benefits

- **Auto Buying Service**
 - Union member save an average of \$3,221 off MSRP
 - Get special rebates for buying union-made
 - Administered by TrueCar
- **Goodyear discount**
 - Save on 10% Goodyear tires, many of which made by Steelworkers and United Food and Commercial Workers (UFCW) members
- **Motor Club**
 - Less expensive than AAA
 - Receive \$40 in gas rebate vouchers
 - 100% satisfaction guaranteed or receive your money back





The fun stuff!

- Save 20% on flowers and gift baskets at UnionPlus.org/Flowers



**Sea To Shining Sea
Bouquet**



**America The Beautiful
Bouquet**



**Sweet Supreme Tower -
100% Union Made!**



The fun stuff!

- **Save on entertainment at UnionPlus.org/Entertainment**
 - Save on over 50 theme parks, like Disney and Six Flags
 - Save up 48% on movie tickets
 - Discounts on sporting events, theaters, zoos, and more





The fun stuff!

- **Save on travel at UnionPlus.org/Travel**
 - Save 25% on rental cars from Alamo, Avis, Budget, Enterprise, Hertz and National
 - Get a great deal on hotels and flights with the Union Plus Travel Center, powered by Expedia





What benefit most interest you?

Text USWPOLL to 22555

- Education and scholarships
- Financial services
- Pet services discount
- Health insurance -- major medical
- Wireless plan/cell phone discounts
- Dental and vision provider discounts
- Travel discounts
- Entertainment savings
- Auto-related discounts
- Retirement planning
- Improving credit score
- Managing debt
- Buying or selling a home / refinancing
- Flowers and gift basket savings
- Consumer tips, safety & protection
- Buying union-made & made-in-America



What benefit most interest you?

What benefit most interests you?

You can respond once

Retirement planning



Health insurance -- major medical



Managing debt



Improving credit score



Travel discounts



Auto-related discounts



Flowers and gift basket savings



Consumer tips, safety & protection





What benefits are union members interested in?

- ▶ UP recently ran an online survey that resulted in ~40,000 respondents
- ▶ Subject line: <first name>, Union Plus wants to serve you better

[View this email as a webpage](#)



Dear Jeff,

Tell us your interests! In order to make sure that we are providing the right services for you and your family, we need feedback on your benefits.

[Please complete this three-question survey now.](#)

Thanks for your feedback!

In solidarity,

Union Plus Benefits
Brought to you by Union Privilege
www.UnionPlus.org



Add email@email-unionplus.org to your address book | [Contact Us](#)

This email was sent to: jbarrus@unionplus.org

This email was sent by: Union Plus

1100 First St NE #850

Washington, DC 20002

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Travel, wireless & union-made top the list

Question 1 - What are your top areas of interest? Check all that apply, or add another area of interest.



Benefit	% of Total Responses	Responses
Travel discounts	59.37%	16,549
Wireless plan/cell phone discounts	43.48%	12,121
Buying union-made & made-in-America	43.19%	12,041
Dental and vision provider discounts	41.83%	11,660
Entertainment savings	41.10%	11,457
Auto-related discounts	39.12%	10,905
Financial services	38.00%	10,593
Retirement planning	31.43%	8,762
Education and scholarships	30.05%	8,376
Health insurance - major medical	29.61%	8,254
Improving credit score	28.68%	7,995
Managing debt	24.32%	6,780
Pet services discount	23.01%	6,414
Buying or selling a home or refinancing	22.91%	6,151
Consumer tips, safety & protection	21.90%	6,105
Flowers and gift basket savings	10.00%	2,684
Other interest (please specify)	6.63%	1,849
<i>Total Responses:</i>		<i>27,876</i>





AT&T & Verizon are top wireless carriers

Question 2 – What is your wireless carrier?

Carrier	% of Total Responses	Responses
AT&T	31.07%	8,660
Verizon Wireless	30.29%	8,443
Sprint	10.11%	2,819
T-Mobile	9.65%	2,689
Prepaid wireless carrier (e.g. Boost, Cricket, MetroPCS, TracFone)	7.89%	2,117
Other carrier (please specify)	5.78%	1,612
I don't have a wireless plan.	2.23%	622
Consumer Cellular	1.56%	419
US Cellular	1.50%	404
CREDO Mobile	0.33%	91
<i>Total Responses:</i>		<i>27,876</i>



Union Plus Resources for USW Communicators



UnionPlusLeaders.org



[6 WAYS TO PROMOTE](#)

[TOP BENEFITS](#)

[CONTACT](#)

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Please scroll down for more content

6 TOP WAYS

TO PROMOTE THE BENEFITS

READ [FREQUENTLY ASKED QUESTIONS](#) FOR UNION LEADERS.



Leader Update



Tell your members to buy union for July 4th!

What better way to celebrate the birth of our nation than buying union-made in the USA?

Whether you're firing up a few [union-made burgers or hot dogs](#), blending [union-made spirits for a celebratory cocktail](#), or cracking open a [union-made beer](#), let's remember to celebrate in solidarity with the union members who make this country great.

Please encourage you members to take the [pledge to buy union-made in the USA](#) at [UnionPlus.org/Pledge](#).

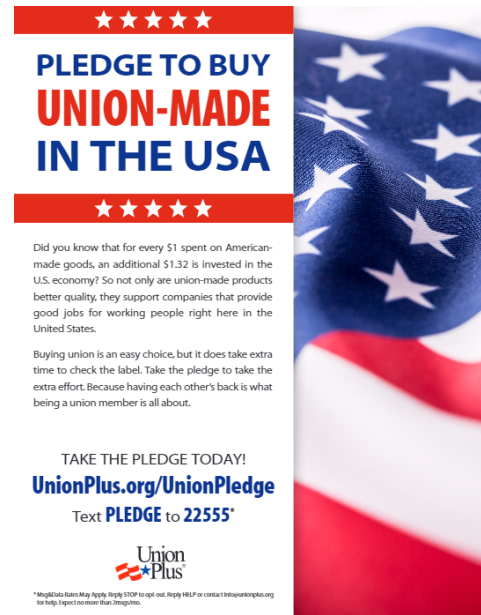
SHARE THIS PLEDGE ON FACEBOOK



★ ACTION CORNER ★

Spread the word about the Pledge to Buy Union-Made in the USA:

- Contact David Tindell, Digital Marketing Manager at Union Plus, about sending an email at dtindell@unionplus.org.
- [Share this story on Facebook](#)
- [Download this email, and send to your members.](#)
- [Download this flier, and distribute at a union meeting.](#)
- [Use this social media content on Facebook and Twitter.](#)



Did you know that for every \$1 spent on American-made goods, an additional \$1.32 is invested in our economy? So not only are union-made products better quality, they support companies that provide good jobs for working people right here in the United States.

Buying union is an easy choice, but it does take extra time to check the label. Take the pledge to take the extra effort. Because having each other's back is what being a union member is all about.

TAKE THE PLEDGE TODAY!
UnionPlus.org/UnionPledge
Text **PLEDGE** to **22555***



*Msg/Data Rates May Apply. Reply STOP to opt out. Reply HELP or contact @unionplus.org for help. Expect response within 24hrs.



Order Free Materials

- Place displays in your union hall or training center
- Order brochures for your new member welcome kit
- Order fliers to post on your bulletin boards at your worksites or lunch rooms



Card™ holders to \$250 in Union Plus®.
UnionPlus.org/ATT15

You can save 15% on the monthly service charge of qualified AT&T wireless plans through Union Plus®.

Take this coupon and a union membership card, or the attached member discount card, to your local AT&T store (discount not available at authorized dealers or kiosks). Ask about the AT&T discount through Union Plus® or register for the discount at UnionPlus.org/ATT15.

You'll be supporting nearly 150,000 union workers at AT&T, the only nationwide unionized wireless carrier.

AT&T Retailer: The Union Plus Discount Code is 4924966.

Remove and keep to make it easy to get Union Plus discounts! *See reverse for details.

Union Plus Benefits

Member Discount Card
Reach for the card and make saving a habit!

Signature _____

See your discounts at UnionPlus.org

Union Plus Credit Cards issued by Union Plus Card International Incorporated. © 2015 Union Plus. All rights reserved. For more information, visit UnionPlus.org.

BUCK-ATT-10216

ATT15 (Use Discount Code: 4924966)
3712 (Use union ID: 744387769)

800-698-5485 (WV) 8723700
1-800-800-4000 (CD) 875440
1-800-654-2200 (CD) 205666
1-800-847-4389 (CD) 010233364



#2 – Post Online

Web Banners

Ready to Buy or Refi?
Union Plus Mortgage



[Learn More >](#)
866-802-7307



Theme Park, Movie Discounts & More!




[LEARN MORE](#)

Help Make Education Affordable



Apply for the **Union Plus Scholarship**

[Learn More >](#)




Union Strong Wireless

Union members **Save 15%** on the monthly service charge of qualified wireless plans with AT&T, the **only national unionized wireless carrier** powered by nearly 150,000 union workers.



[Start Saving >](#) 

Unique Assistance
for union families facing financial hardship



[GO >>](#)



#2 – Post Online

- Next Generation
- Multimedia
- Links
- Constitution
- By-Laws

[Notice of Legal Use](#)

**Next Membership Meeting:
June 26,
2016 - 10am**



Contact Your Representatives



United Steelworkers Local 1999 is an amalgamated local located in Indianapolis, Indiana representing the hourly workforce at Rexnord, Indiana Box, UTC Carrier, RSR Quemetco, Sumco, Diamond Chain, Quaker (Pepsico), Colors, Air System Components, Vertellus, Kinder Morgan, and Cenveo.





#2 – Post Online



UNITY AND STRENGTH FOR WORKERS

Canada Global

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- OUR UNION
- NEWS / PUBLICATIONS
- GET INVOLVED
- VIDEO
- BLOG
- JOIN USW
- DISTRICTS
- FOR MEMBERS

ALERT

Registration is open!

You can now register for the 2016 USW Health, Safety and Environment Conference which will take place at the Westin Convention Center in Pittsburgh, PA from September 12-16.

[REGISTER TODAY!](#)



- Terms and Conditions
- Honoring Community Service
- Bargaining
- USW Union Plus Discounts
- Contact Us
- Find USW
- Frequently Asked Questions
- Laid Off Members
- Legal Help
- Local Union Resources and Training
- Pensions & Benefits



#2 – Post Online

USW LOCAL 5

UNITED STEELWORKERS INT'L UNION, AFL-CIO, CLC



Member Login

Username:

Password:

Login

Not registered yet?

[Click Here to sign-up](#)

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June 11, 2016

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[National Oil Bargaining](#)

[History of the Oil Workers](#)

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Union Plus Benefits ▾

Union Plus Benefits

[E-News Updates](#)

Sign up for free monthly Union Plus E-News with the latest benefits updates and consumer advice

[Print a handy benefits guide](#)

[Save My Home Hotline](#)

Are you having trouble keeping up with your mortgage payments? Act now and get a confidential, free consultation with expert housing counselors.

[Union Plus Assistance Grants](#)

Grant money and advice to help union members facing financial hardship.

[Union Credit Clinic](#)

With strong credit scores and manageable debt, your financial dreams are a lot closer to reality. We're here to help!

[Auto Buying Service](#)

Save time and money when you buy a new or used car or truck.

[Car Rental Deals](#)

Save up to 25% on car rentals with discounts from Alamo, Avis, Budget, Enterprise, Hertz, & National.



#2 – Post Online

Check out other content at:

- UnionPlus.org/Blog
- Facebook.com/UnionPlus
- Twitter.com/UnionPlus

Union Plus
May 26 at 9:11pm · 🌐

DID YOU KNOW that for every \$1 spent on American-made goods, an additional \$1.32 is invested in our economy? If you want better products and a better economy, click through and take the Union Plus Pledge to Buy Union-Made in the USA.



Take The Pledge To Buy Union-Made Products
Take the pledge to check the label, because having each other's back is what being a union member is all about.
WOODOX.COM

24,587 people reached Boost Post

👍 790 23 Comments 327 Shares

Like Comment Share

Union Plus
Published by David Tindell [?] · 19 hrs · 🌐

Did you know that union members save on sporting events with Union Plus?



Baseball fans can save on tickets with Union Plus!
Union Plus offers the largest variety of discounts at over 50 theme parks, sporting events, theater, movies, restaurants and more.
UNIONPLUS.ORG

1,460 people reached Boost Post

Like Comment Share


Marty Ungvarsky, Becky Calamusa Miller and 15 others

4 shares

Write a comment...

Union Plus
Published by David Tindell [?] · June 9 at 6:02pm · 🌐

Not everyone can afford to make the standard 20 percent down payment when buying a home. It can be even more difficult to do as housing prices rebound. But, once you've made the appropriate considerations, you can buy a house and put down less than 20 percent.



It's now easier to get a mortgage with a low down payment, tip from Consumer Reports
UNIONPLUS.ORG

9,706 people reached Boost Post

Like Comment Share

Lisa Ann, Jerry Wishhof and 55 others Top Comments

Union Plus
Published by David Tindell [?] · June 9 at 9:55am · 🌐

This week in labor history and #ThrowBackThursday is brought to you by Union Plus:
On June 10, 1963, President Kennedy signs a law mandating equal pay to women who are performing the same jobs as men (Equal Pay Act).



38,220 people reached Boost Post


Like Comment Share

👍 🗨️ 📢 1.4K Top Comments

673 shares

Union Plus
May 6 · 🌐

United Steelworkers (USW) employee, Lisa Nutter, purchased her first brand new car thanks to the Union Plus Auto Buying program, administered by TrueCar. The Local 3657 recording secretary said the process was seamless and she liked that she didn't have to do any negotiating.



USW international headquarters employee purchases first new car thanks to Union Plus and TrueCar
"One of the coolest things about my new Focus is that it has a sticker on it saying that it was made in a union plant, that's very cool to look at," Nutter added.
UNIONPLUS.ORG

20,470 people reached Boost Post

👍 🗨️ 📢 336 6 Comments 51 Shares

Like Comment Share



Follow Our Monthly Communications Calendar

By following our monthly communications, you will be able to provide your members with the most relevant discounts and benefits!

2016	July	July	August	August	September	September	October
Benefit Spotlight	Auto Buying	Auto Services	Theme Parks	AT&T	Back-to-School	Mortgage	Union Plus Mobile App
Link to program	https://www.unionplus.org/saves-cars/car-buying-services	https://www.unionplus.org/saves-cars	https://www.unionplus.org/themes-parks-discounts	http://www.unionplus.org/cell-phones-wireless/at-t/wireless/	https://www.unionplus.org/college-education-financing	http://www.unionplus.org/home-mortgage-program	https://www.unionplus.org/ecomobile
Use this link when featuring program in print	http://www.unionplus.org/unionplus	http://www.unionplus.org/unionplus	http://www.unionplus.org/unionplus	http://www.unionplus.org/unionplus	http://www.unionplus.org/unionplus	http://www.unionplus.org/unionplus	http://www.unionplus.org/unionplus
Print ads							
If you would like a testimonial of a Union member, contact Jette Yorkshire, Union Plus Communications Manager, at JYorkshire@UnionPlus.org	https://www.unionplus.org/union-plus/lookbit/sd%2d_fiber/benefit_id%3E11011#results	https://www.unionplus.org/union-plus/lookbit/sd%2d_fiber/benefit_id%3E11011#results	https://www.unionplus.org/union-plus/lookbit/sd%2d_fiber/benefit_id%3E11011#results	https://www.unionplus.org/union-plus/lookbit/sd%2d_fiber/benefit_id%3E11011#results	https://www.unionplus.org/union-plus/lookbit/sd%2d_fiber/552/benefit_id%3E52R%3D%3E2R#results	https://www.unionplus.org/union-plus/lookbit/sd%2d_fiber/benefit_id%3E11011#results	N/A
Web banners							
Click to download banners for your website.							
Looking for more customization? Contact David Tiedell, Union Plus Digital Media Coordinator at dtiedell@unionplus.org	https://www.unionplus.org/sd%2dweb_banners/1011	https://www.unionplus.org/sd%2dweb_banners/1011	https://www.unionplus.org/sd%2dweb_banners/16	https://www.unionplus.org/sd%2dweb_banners/1103	https://www.unionplus.org/sd%2dweb_banners/508	https://www.unionplus.org/sd%2dweb_banners/824	https://www.unionplus.org/sd%2dweb_banners/469
Facebook promo message	Union members save an average of \$3,221 off MSRP when they use the Union Plus Auto Buying Service, AND get special rebates just for buying union. Drive union and save! http://bit.ly/1VzJxE	If you're a union member, Union Plus is the one-stop shop for all your auto needs. Save on a new or used car, roadside assistance, auto insurance, Goodyear tires, and more! http://bit.ly/1HOM7BM	Enjoy the thrill and excitement of some of the best theme parks nationwide with Union Plus! Entertainment Discounts, like Disney World, Six Flags, and water parks throughout the country! http://bit.ly/1H0d2Lr	When you choose the 15% AT&T Wireless Discount through Union Plus, you are supporting the nearly 150,000 Union members working at AT&T. You'll save 15% of the monthly service charge on select AT&T wireless plans through Union Plus - and can qualify for up to \$250 in rebates. You can get the discount even if you already have AT&T! Learn more: http://bit.ly/1HQPcag	Union Plus has your back with back-to-school! Union members who use the Union Plus College Planning Center have access to scholarships, college textbook discounts, college test prep and more! http://bit.ly/1H0ZFTv	Members don't lie. Over 200,000 union families have a Union Plus Mortgage, which has provided over \$10.6 million in assistance grants to union members. This is a great benefit for Union families! >> http://bit.ly/1V616Id	What's the easiest way to access your union benefits? By downloading the Union Plus App onto your smartphone! You'll have instant access to union exclusive savings, contests and more! Download HERE: http://bit.ly/1F8Uc1c
Coast:	Looking for a new or used vehicle? Union members find savings and rebates with the Union Plus Auto Buying service! http://bit.ly/1VzJum3	Save on roadside assistance, Goodyear tires, and more with Union Plus! http://bit.ly/1WmOp5 #union	ATTN Union Families! Save on tickets to Disney World, Six Flags, and more with Union Plus! http://bit.ly/1DVIg0 #1u		Union Plus has your back with back-to-school! Save on textbooks, college prep, and more! http://bit.ly/1FPMkyt	The Union Plus Mortgage Program has provided over \$10.6 million in hardship grants to Union families >> http://bit.ly/1V616Id	Download your FREE Union Plus Mobile App to take your Union Plus #benefits on the go! http://bit.ly/1H0d2Lm
NOTE: Before you send an email, contact David Tiedell, Union Plus Digital Media Coordinator at DTiedell@unionplus.org							
Looking for a new or used vehicle? Union members find savings and rebates with the Union Plus Auto Buying service! http://bit.ly/1VzJum3		Save on roadside assistance, Goodyear tires, and more with Union Plus! http://bit.ly/1WmOp5 #union	ATTN Union Families! Save on tickets to Disney World, Six Flags, and more with Union Plus! http://bit.ly/1DVIg0 #1u	Save 15% on AT&T Wireless, the only national unionized wireless provider that's proud to be #union-strong >> http://bit.ly/1KQY6BX	Union Plus has your back with back-to-school! Save on textbooks, college prep, and more! http://bit.ly/1FPMkyt	Union Plus has provided over \$11.5 million in First Time Home Buyer awards. This is a great benefit for Union families! http://bit.ly/1V616Id	Download your FREE Union Plus Mobile App to take your Union Plus #benefits on the go! http://bit.ly/1H0d2Lm
Tweet Preview							
Image Preview: Spec: 560x232							



#3 – Send Emails

What to include in the email?

- Promotional calendar materials
- Blog posts from UnionPlus.com/Blog
- Sample emails from UnionPlusLeaders.org
- Include banner images in your emails
- New promotions/Contests
- Testimonials



Solidarity Plus Savings - it's a winning combination.

If you're like most Americans, you have a wireless phone in your pocket. And, you have choices among many carriers.

Did you know that AT&T is the only national unionized wireless carrier? They are, with 150,000 union brothers and sisters.

I'm writing today to urge you to support your brothers and sisters by signing up for the AT&T Discount through Union Plus.*

By selecting AT&T, you not only support union workers, but you also keep more money in your pocket. Union members can save 15% on the monthly service charge of qualified AT&T wireless plans.

You are eligible for this discount as a/an [[union]] member even if you already are an AT&T wireless customer.

Sign up by visiting a local AT&T store (go to UnionPlus.org/ATT to find a store near you.) Tell them you want to enroll in the Union Plus discount program and be sure to reference the Union Plus discount code: 3508840.

START SAVING

In Solidarity,

[[local officer]]

*Avail. only to current members of qual. AFL-CIO member unions. Must provide valid union membership card or other acceptable proof of union membership & subscribe to svc under an indiv. account for which the member is personally liable. See details at www.UnionPlus.org/ATT or visit an AT&T store. Discount subj. to agmt between Union Plus and AT&T & may be interrupted, changed or discontinued w/out notice. Discount applies only to recurring mo. svc charge of qual. voice & data plans, not overages. Not avail. w/ unlim. voice plans. For Family Talk, applies only to primary line. For all Mobile Share plans, applies only to the mo. plan charge of plans with more than 300MB, not to add'l mo. device access charges. May take up to 2 bill cycles after elig. confirmed & will not apply to prior charges. Discount applied after application of any avail. credit & may not be combined w/ other svc discounts. Add'l restr's apply. Contact AT&T at 888-499-8008 w/ questions.



Why use Union Plus in email?



- ▶ Email open/click rates increase when benefits mentioned
- ▶ “Member benefits” – most popular sections of top union sites
- ▶ Comments from union members: **“Why didn’t I know about these benefits sooner?”**
- ▶ Expect benefits from union membership



#4 – Place Ads & Articles

Search our full library of press-ready ads and articles. Promoting your union's Union Plus benefits effectively is easy with these ready-to-use materials.



**NO TWO
UNION MEMBERS
ARE ALIKE.**

**So choose a credit card
that works best for you.**

Now there are three different Union Plus Credit Cards, including two cards that earn unlimited 1.5% cash rewards. You already use a credit card. Why aren't you using a credit card designed with union members in mind? Visit our website to select the card that works best for you.

Learn more at
UnionCardApply.com



Credit approval required. Terms & Conditions apply. Union Plus Credit Cards issued by Capital One, N.A. The MasterCard and the MasterCard Brand Mark are registered trademarks of MasterCard International Incorporated.



Sample Ads

Making Memories and Staying Connected



Celebrate the holidays with union member only savings from Union Plus.

There's a discount for just about everyone on your list. From clothing and flowers to gift certificates, even movies, plays, sporting events, and computers - Union Plus is your holiday gift helper.

Don't forget to stay connected with 15% off qualified AT&T wireless plans through Union Plus*.



Discover Savings Today
UnionPlus.org/Discounts

*Available only to current members of qualified AFL-CIO member unions. Must provide acceptable proof of union membership such as a membership card from your local union, a pay stub showing dues deduction or the Union Plus Member Discount Card & subscribe to service under an individual account for which the member is personally liable. Offer contingent upon in-store verification of union member status. Discount subject to agreement between Union Plus and AT&T & may be interrupted, changed or discontinued without notice. Discount applies only to recurring monthly service charge of qualified voice & data plans, not overages. Not available with unlimited voice plans. For Family Talk, applies only to primary line. For all Mobile Share plans, applies only to the monthly plan charge of plans with more than 300MB, not to additional mobile device access charges. May take up to 2 bill cycles after eligibility confirmed & will not apply to prior charges. Discount applied after application of any available credit & may not be combined with other service discounts. Additional restrictions apply. Contact AT&T at 866-499-8008 with questions.

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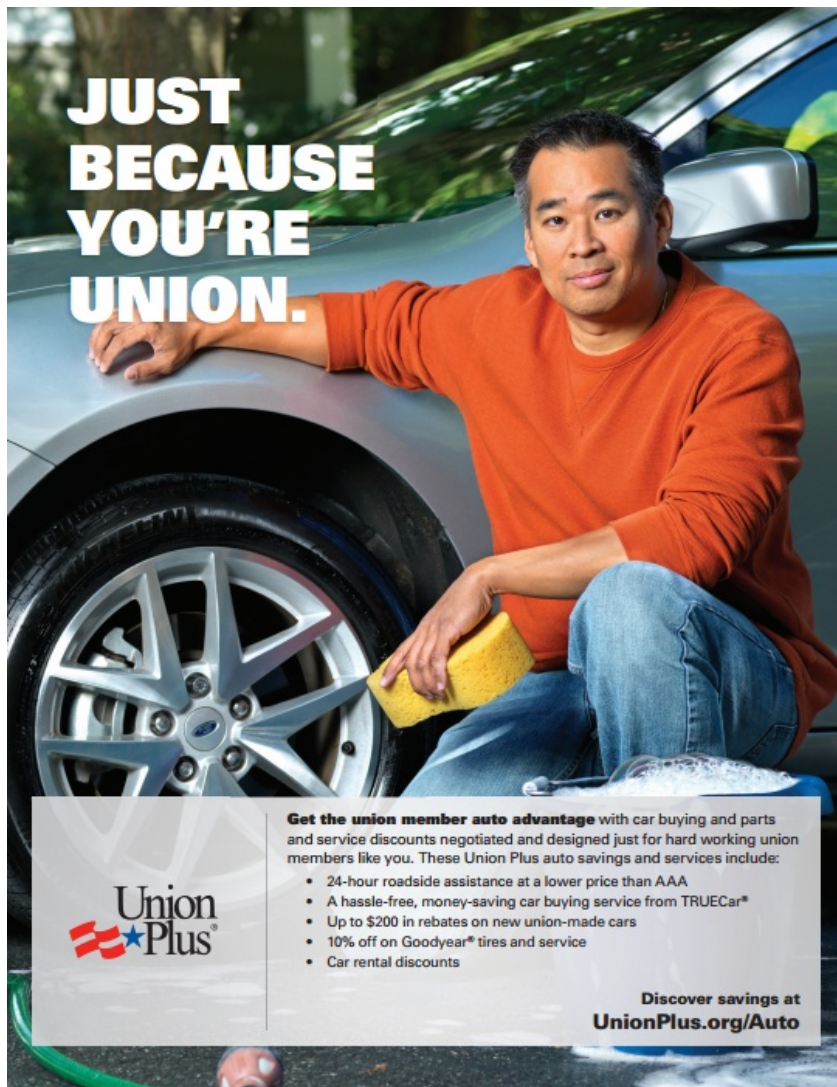
Jodi Dawson
union member

Wrap up the savings with Union Plus. As a hard-working union member, you can get discounts and deals on a wide range of goods and services through Union Plus.



Start saving today, visit
UnionPlus.org/Discounts

Union **Sample Ads** Plus®


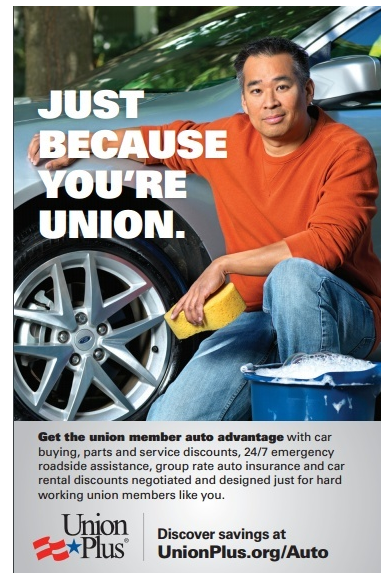


JUST BECAUSE YOU'RE UNION.

Get the union member auto advantage with car buying and parts and service discounts negotiated and designed just for hard working union members like you. These Union Plus auto savings and services include:

- 24-hour roadside assistance at a lower price than AAA
- A hassle-free, money-saving car buying service from TRUECar®
- Up to \$200 in rebates on new union-made cars
- 10% off on Goodyear® tires and service
- Car rental discounts

Discover savings at
UnionPlus.org/Auto

JUST BECAUSE YOU'RE UNION.

Get the union member auto advantage with car buying, parts and service discounts, 24/7 emergency roadside assistance, group rate auto insurance and car rental discounts negotiated and designed just for hard working union members like you.

Union Plus | Discover savings at
UnionPlus.org/Auto



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- Up to \$200 in rebates on new union-made cars
- 10% off on Goodyear® tires and service
- Special group rates on auto insurance
- Car rental discounts

Union Plus | Discover savings at
UnionPlus.org/Auto

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- Car rental discounts

Union Plus | Discover savings at
UnionPlus.org/Auto



Sample Articles



News

Get Your Union Discount on Car and Truck Rentals Today

Union members deserve more ways to save. Union Plus is making that happen by expanding your options for saving on car rentals.

Because you are a union member, you are eligible for a Union Plus discount of up to 25 percent on your next rental.

To take advantage of the best rates under this program, reserve online by visiting UnionPlus.org/CarRentals or call:

- o **Alamo Car Rental at 1-800-462-5266.** Mention ID# 7015700.
- o **Avis Car Rental at 1-800-698-5685.** Mention AWD# B723700.
- o **Budget Car Rental at 1-800-455-2848.** Mention BCD# V816100.
- o **Enterprise Car Rental at 1-877-222-9711.** Dedicated toll-free number. No code needed.
- o **Hertz Car Rental at 1-800-654-2200.** Mention CDP# 205666.
- o **National Car Rental at 1-800-227-7368.** Mention ID# 5029562

Also be sure to visit the Union Plus website for additional savings coupons that change periodically.

Are you a Union Plus Credit Card holder? Use your card to make your reservation at Avis or Budget and *automatically* get the discount.

Need a truck or van? Save 20 percent on truck rental rates for local or one-way moves. Trucks must be reserved online at UnionPlus.org/BudgetTruck or by calling 1-800-561-1157 and mentioning BART Discount Number 5600012763. Discount cannot be applied at the rental counter; it must be applied at the time of the online or over-the-phone reservation.

Union members in the New York City and Hoboken, NJ areas can also save with Connect by Hertz car sharing program. Learn more at UnionPlus.org/CarRentals.

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Union Privilege
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Phone (202) 293-5330 • Fax (202) 293-5311
www.UnionPlus.org



News

2016 Union Plus Scholarships Award \$150,000 to Union Members and Families

104 Winners Honored for Achievement and Union Values

Washington, D.C. – Union Plus recently awarded \$150,000 in scholarships to 104 students representing 32 unions. This year's group of scholarship recipients includes university, college and trade or technical school students from 32 states.

The Union Plus Scholarship Program, now in its 25th year, awards scholarships based on outstanding academic achievement, personal character, financial need and commitment to organized labor's values. The program is offered through the Union Plus Education Foundation, supported in part by contributions from the provider of the Union Plus Credit Cards. Applicants do not need to be a credit cardholder to apply for the scholarship.

Since starting the program in 1991, Union Plus has awarded more than \$4 million in educational funding to more than 2,700 union members, spouses and dependent children. Union Plus Scholarship awards are granted to students attending a two-year college, four-year college, graduate school or a recognized technical or trade school. The selection process is very competitive and this year over 5,700 applications were received from 55 unions, all 50 states, plus the District of Columbia and three U.S. territories. Visit UnionPlus.org/Scholarship for applications and information about benefit eligibility.

In addition to the scholarship program, Union Plus provides a wide range of money-saving programs and services for union members and families, including discounts on wireless services from AT&T, the only nationwide unionized wireless carrier, savings on travel and recreation, and more. Union Plus also offers a credit card program¹ and mortgage program, both which feature Hardship Assistance Grants for eligible participants. Visit UnionPlus.org for details.

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About Union Plus

Union Plus is a brand of Union Privilege. Backed by the AFL-CIO, the Union Plus brand promises the value, quality service and competitive cost-savings that union members deserve. Since Union Privilege started in 1986, union members and their families have expanded and tailored Union Plus programs to serve today's working families in their lives off-the-job. At Union Privilege, we are committed to improving the quality of life of working families through our unique products and services. We achieve our mission through savings, service and solidarity.

¹Credit approval required. Terms and conditions apply. See www.UnionCardApply.com for details. Union Plus Credit Cards are issued by Capital One, N.A., pursuant to a license from MasterCard International Incorporated.

Union Privilege
1100 First Street, NE, Suite 850 • Washington, D.C. 20002
Phone (202) 293-5330 • Fax (202) 293-5311
www.UnionPlus.org



Testimonials

Beyond the Strike Grant, Gould, like scores of union members, enjoys the convenience and savings that come when tapping into Union Plus consumer discounts and benefit programs. "Union Plus has it all. You can obtain a mortgage through Union Plus, or get discounts. I've saved money on my AT&T service plan, on rental cars, and a Dell™

UnionPlus.org.

Union Plus Credit Cards issued by

Benefit Plan ("The Plan"). Grant by grant type. Certain

standing at time the loss event

Card Account, even across multiple accounts, being a cardholder.

at UnionPlus.org/Assistance or their card. Certain administrative organization established to every state. Coverage may be A.

the card is lost or stolen; you will need to verify and



News

Veteran Urges Others to Tap Into Strike Grants

When United Steelworkers (USW) Local 13-1 member Michael Gould – an oil worker – walked the picket line the first time some 35 years ago, he looked to union veterans for help to get through a tough strike. This year, when workers from his company were forced to walk off their jobs, he was the one who took the lead in guiding his union brothers and sisters to food banks, government agencies, union-friendly businesses, and \$300 Union Plus Strike Grants, available to those who (like him) carry a Union Plus credit card¹.

"New and young members to the union often are uncomfortable getting help from anyone during a strike," explains Gould, a process operator at an oil plant in Houston, Texas. "I let them know what assistance was available to them. Getting help from the union is one of the benefits of being part of our movement. It really comes down to the union supporting its members during a time of need. It's the kind of attitude that's behind the Union Plus Strike Grants²."

Steelworkers who have had the Union Plus Credit Card for a minimum of three months, and are involved in a union-sanctioned strike or lockout, are eligible to apply. More information about the Strike Protection Grant Program is available at USWCard.com.

Gould, who uses the Union Plus Cash Rewards Credit Card, applied for the Strike Grant for what turned out to be a two-month strike.

"It was a miserable time; dreary, cold, and rainy. But when you're out on the picket line, support means so much. We got it from fellow unions, like the CWA [Communications Workers of America], and some union-friendly stores that offered discounts. The Strike Grant helped to buy a few more groceries and pay a couple more bills."

While Gould and his wife are "empty-nesters," he was especially worried about the young families coping with the strain of financial insecurity. "Some of our members think there is a stigma associated with receiving help. I tried to convince them that 'help' is what the union is all about," he says. "Having an extra \$300 can make a difference when you're in the middle of a strike."

With a degree in radio and television production, working for an energy corporation wasn't what Gould originally envisioned for himself. However, 38 years later, he doesn't have any regrets. Union activism has particularly brought Gould a lot of satisfaction.

(202) 778-9818





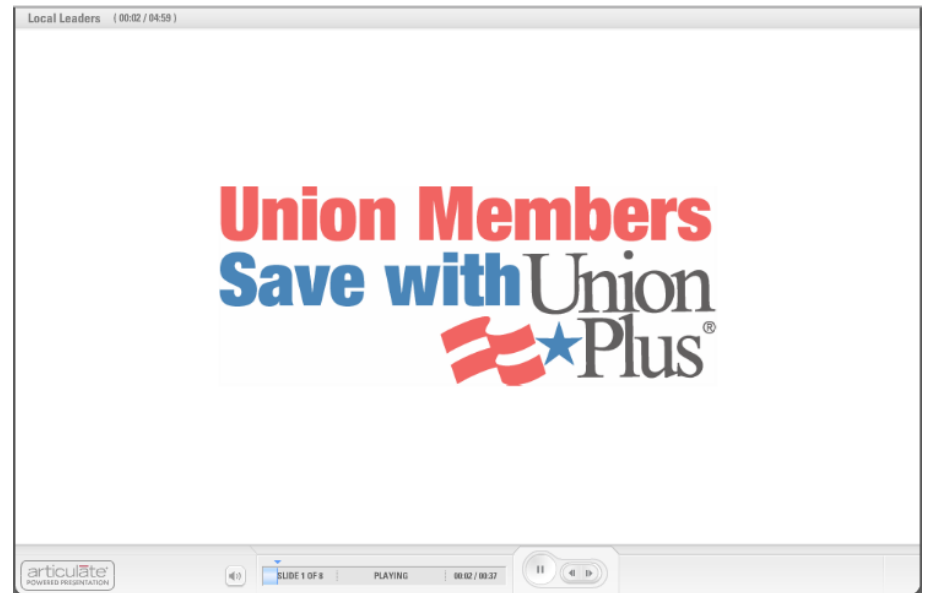
#5 – Show Union Plus Video

Promote this video by:

- Meetings
- Emails
- Presentations

Why do this?

- Show members all the benefits of Union Plus
- Help union members get the rewards they deserve
- Train committees





#6 – Get Union Plus Involved!

David Tindell, Digital Marketing Manager

Dtindell@UnionPlus.org