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Dear CSA Fraternal Life Members,

I am thrilled to write to you regarding the delegate vote on the merger between CSA Fraternal Life and BetterLife. I eagerly ask for your support at this pivotal and exciting time for our organizations.

BetterLife has provided financial security for over 125 years as a not-for-profit, member-owned life insurance company. Much like CSA, we are committed to improving the lives of our members and enriching the communities in which we live, work, and serve. Based in Madison, Wisconsin, BetterLife holds values, membership footprints, and missions complementary to those of CSA. Our BetterLife community is full of wonderful, hard-working, passionate people akin to the incredible CSA community of over 16,000 members.

We honor CSA's rich history as an organization built on the principle that we are all brothers and sisters. Just as CSA's Czech-Slovak immigrant founders envisioned, the organization has been a leader in providing security to families and promoting community engagement since 1854 – pioneering the way for countless fraternal benefit societies across the country. We join you in celebrating the immense pride tied to these accomplishments and in furthering your ancestors' mission of equality, harmony, and fraternity.

CSA and BetterLife share a strong Czech-Slovak cultural heritage and faith in the power of fraternal organizations to build communities. We know that by pooling our resources and working hand-in-hand, we can achieve so much more than we are capable of alone. I truly believe we are a perfect match. I would like to assure you that not only will CSA's legacy and traditions live on at BetterLife, but your policies and annuities are safe and secure as well. This merger will give you access to more products and services and offer additional opportunities to develop lasting bonds with like-minded members.

At BetterLife, we say "Better means belonging." We look forward to welcoming CSA members, embracing Signature CSA Events, and working side-by-side with CSA staff and board members. As we unite our two organizations and build a stronger, more vibrant community, we hope you feel you belong at BetterLife.

To walk with you in this next stage of CSA's journey is a privilege we do not take lightly. As we continue to build our legacies together, we are confident this merger will allow CSA to remain true to the spirit, heart, and heritage on which it was originally founded.

We look forward to doing even more for our members, broadening our reach in the communities we serve, creating greater opportunities for connection, celebrating our shared heritage, and flourishing – together.

In gratitude and kinship,

Chris Campbell