

Buckslips – A Great Way to Improve Response to Mailings

Since members love your MemberCard program, one of the best ways to improve mail response is to highlight the valuable MemberCard benefits in your mailings!

Whether it's for improving member retention and upgrading with renewal mailings, or fulfillment with pledge and telemarketing notices, inserting a buckslip highlighting the Membership benefits of the MemberCard will get the job done.

The buckslips:

- list a sampling of local venues accepting your MemberCard that members will recognize and appreciate the value
- highlight the "two for one" value members look for
- focus on the MemberCard upgrade level

Remember that we can create multiple buckslips to match your various membership offers: lapsed, renewal, major donors — whatever you need!

And MBI does all the work at no cost to you — we email master versions of your updated buckslips twice per year, or anytime at your request.



Make a difference... continue your support of WUNC and get the NEW WUNC MemberCard with 2-for-1 dining and discounted shopping benefits!

Continue your support of WUNC today by contributing \$100 or more and receive our newest benefit—the WUNC MemberCard!

Regularly a \$120 benefit, you'll receive a MemberCard for your gift today of \$100 as a special thanks for your continued support of WUNC.

The MemberCard offers 2-for-1 entrees at more than 100 restaurants in the WUNC listening area.

Plus when you travel just call 800-423-7645 for thousands of additional benefits nationwide.

It's easy. Make your contribution of \$100 or more to WUNC today.



Partial List of Participating Benefits

Online Merchants

Cherymoonfarms.com
Flyingnoodle.com
Greatcoffee.com
Proflowers.com
Uptownprime.com

Outlet Stores

Mikasa
Samsonite Co. Store

Restaurants

Acoustic Coffee
Anthony's Restaurant
Austin Creek Grill
Bel Gusto D' Italia
Bianca's, An Italian Eatery
Blue Nile Ethiopian Cuisine
Brixx Wood Fired Pizza
Café Carolina & Bakery
Café O Henry's
Café Pasta
Casa Carbone Ristorante
Circus Family Restaurant
Claudio's Ristorante
Coffee & Crepes
Coopers Ale House
Flying Burrito Mexican Rest.
Greenhouse Restaurant
I Love NY Pizza
Keeper's Galley Rest.
La Hacienda
La Russa's Italian Delicatessen
Margaret's Cantina
Mediterranean Deli & Catering
Neomonde Bakery & Deli
New York Deli
Oh Brian's Ribs
Outer Banks Steak House
Park Diner @ Greenwood Commons
Pepper's Pizza
Pig Man's Bar-B-Que
Pinehurst Café
Quizno's Subs
Randy's Pizza
Rudino's Pizza & Grinders
Sadlack's Heroes
Sawmill Tap Room
Schlotzky's Deli
Sitar India Palace
Spartacus Restaurant
Spotted Dog
Table 55
Talullas Restaurant
Trin - B'ago
Varsity Ale House
Verde
WB Yeats Irish Pub
West 94th Street Pub

MemberCard

Locations Include:

Washington DC Detroit
Las Vegas Chicago
San Diego Denver
New Orleans Atlanta
Richmond Hawaii
San Antonio Seattle
Indianapolis Canada

... and many more!

1/5/06

For archived Tips, samples & more, visit membercard.com



Member**Benefits**

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