



Here's a way to get members involved that they will line up for!

A bedrock principal for individual giving is that the more involved your contributors are, the more generous and loyal they'll become! Stations that ask members for membership benefit recommendations receive great results -- some in the thousands! Here's how to engage members by asking them what THEY want for their membership benefits:

[MemberCard Fulfillment Note](#) — MBI will send you print-ready files for this two-sided fulfillment note when sending members their MemberCard and directory. The front shows members how they may get up-to-minute benefit updates, and the backside (shown below) is a form members may use to easily send us their benefit suggestions.

[Member Suggestions Form at MemberCard.com](#) — We make it very easy for members to send us their favorite benefits by clicking on the "Suggest New Benefits" tab at the upper-right side of your membercard.com home page to take them to the [Member Suggestions Form](#). ALSO: Add a link to this form within your e-newsletters to members to encourage them to send in their suggestions and to make sure they know [you are listening](#).

There are many more MemberCard strategies, ideas and tons of station samples available in the MemberCard User's Manual. If yours is missing or you'd like our help with measuring results, simply call Sue Maciejowski at 800-423-7645 ext. 11 or email her at sue@membercard.com and she will see you receive whatever you need! For MemberCard marketing and adding new benefits/benefit requests, please contact Karen Grider -- Executive Vice President in the Florida Office at 888-424-3636 or karen@membercard.com.

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Member**Benefits**