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The 4 Keys to MemberCard Success

#1 -- Benefit versus premium

#2 -- Benefit preferences

#3 -- Promotion and marketing

#4 -- Measure results

This month's MemberCard Tip focuses on the final of four keys to improve membership results with the help of your MemberCard program.

Key #4: Measure results!

The past three Tips have covered ***Benefit Versus Premium*** -- awarding the value of membership, ***Benefit Preferences*** -- finding benefits members want, and ***Promotion and Marketing*** -- keeping an active on-air, website and in-print presence.

Key #4 focuses on how to measure the effectiveness of MemberCard strategies like those described in keys #1-3.

Here's what to look for:

Renewal Mail Average Gift:

Most stations see a \$5 to \$10 increase in the average renewal gift in the first two years of the program. This is an important statistic, because a \$10 increase by all renewing members, translates into significant revenue. This is one of the reasons why stations losing members can maintain or increase revenue at the same time. After the first two years, we recommend adding new types of benefits -- like arts, attractions, golf, inns and B&B's, etc. This helps attract the harder to upgrade members and to increase member loyalty at the MemberCard level and higher.

Response Rates:

Look at response rates before and after the MemberCard is introduced in renewal, lapsed, and acquisition mail and telemarketing. Test price points. As an example, in lapsed mail, many stations have tested a lower MemberCard level against the regular level and no MemberCard offer at all. The lower level often wins, increasing response, average gift, and total revenue.

Customer Service Logs:

This is the most accessible and perhaps most revealing stat of all. If MemberCard fulfillment falls behind, do members notice? If after a pledge drive, both premiums and MemberCards are slow going out, how do the calls for one or the other compare? If the rule of thumb is one call or letter equals 50 customers with the same issue, what do the MemberCard calls tell you about the role of an expiring MemberCard in getting members to renew?

MBI staff have worked with many MemberCard stations to mine Donorcentrics and in-house reports for relevant MemberCard data. We'd love to help you with this free service.

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!

Member**Benefits**

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