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## Coming Soon: A New Way To Go Green!



**MemberCard is about to introduce a new benefit category – the Green Benefits Program!** Very soon, you'll be able to connect members with eco-friendly business offering exclusive MemberCard discounts. Now in the initial trial phase, we hope to rollout this new service in just a few months.

By partnering with like-minded local businesses, you'll be helping the environment and your community. And Green businesses are certainly interested in attracting your highly motivated audience. **Everybody wins!**

We're planning to make savings available for your members in these areas: natural food stores, naturally made clothing, organic gardening supplies and more! We expect that many of the new benefits will be retail oriented businesses and services, and that they will offer your members percentage off discounts.

Expanding the types of savings you offer your members is an important part of your MemberCard program, too. **By adding new benefit types over time, you add more value to your station's MemberCard program, which in turn will help keep renewal income strong and attract new members.**

### Sign up now!

The Green Benefits Program is still under development, but stations are signing up now. To get your station on the schedule, just send an email to [Joanna@membercard.com](mailto:Joanna@membercard.com) answering the following questions:

- The next time we add benefits for your station, would you want Green Benefits to be top priority? If not, what is your priority?
- Are there any types of Green Benefits that are especially relevant in your community that you'd like us to focus on?
- What's the likelihood your station would do any special promotion of Green Benefits?

We're very interested in your thoughts on this new category of benefits so please get in touch with me by email: [Joanna@membercard.com](mailto:Joanna@membercard.com) or phone: 800-423-7645 ext. 13.

**Your MemberCard and Green Benefits – it's a natural!**

### Importance of Member Counts!

Every year or so, MBI will ask you for an updated count of your members, sorted by town. We work hard to make sure there are always an appropriate number of benefits for your members and that the benefits are where your members live. Your updated counts help us accomplish both of these goals.

Thanks!