Quick Links

Previous Tips

Station Tools

Program Info

Benefit Suggestions

Travel Cards

Customer Service

Contact Us

Educating Members: The WFIU/WTIU MemberCard 101 Program

We had to share this with you! Joan Padawan, the Marketing Coordinator for the WFIU/WTIU Membership Department in Bloomington, IN, and her station colleagues, created a wonderful 17 minute program to educate viewers and members about the benefits of WFIU/WTIU membership.

Aware that when members know more about the WFIU/WTIU MemberCard, they use it more - and that leads to higher renewal rates - they decided to produce a MemberCard tutorial called **MemberCard 101.**

They even produced a version that you can use at your station! Perry Metz, WFIU/WTIU General Manager, invites fellow public broadcasting stations to use this video as a resource: "WFIU and WTIU have been looking at fund raising a bit outside the box due to the current economic situation and how it has affected individual giving. We created MemberCard 101 as a tool for our own use on air, in-house, and in a variety of ways online and electronically. At that time, we also created a generic version, hoping to assist other stations looking for new, inexpensive ways to drive membership dollars."

The program teaches viewers, members and future MemberCard-holders how easy it is to use the card and receive significant savings, how to find information in the directory and on membercard.com, how the card is accepted by the benefit providers, and much, much more. But rather than describing it, you can access it for yourself at here, or by contacting Kate Baker at kate@membercard.com to request a DVD copy.

Just as program promotion increases viewing, promoting the benefits of membership increases member contributions. MemberCard 101 is divided into six stand-alone segments, or the segments can be used in combination or as a whole. Here are some of the ways WFIU/WTIU uses MemberCard 101 for promotion, and how you can use it for your station and market:

- Use on air (in its entirety or in parts) throughout the year as a schedule filler and to support ongoing renewal efforts
- Use electronically – on websites, in e-notes, and in podcasts
- Create spots using content from the show to air throughout the year
- Use the video to train staff members, on-air talent and phone volunteers on how the MemberCard works

If you are interested in accessing a generic MemberCard 101 version for your station, please contact Kate Baker at kate@membercard.com or 800-423-7645 X25 for more information.

Important Note

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.