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Travel Benefits!

Now is the perfect time to let your members know about the TravelCard program – especially those of us up North fantasizing about beaches and palm trees!

For only a small Shipping and Handling fee of \$6.75 your members can enjoy 2-for-1 savings on lodging, attractions, dining and more at over 11,000 locations nationwide and in Canada!

Everyone Line Up for the...

MEMBERCARD LIMBO!

*Limbo Lower now,
How low can you go?*

From “Limbo Rock” by Chubby Checker, 1962

Lowering the bar while doing the limbo may make you fall down, but **lowering the bar for membership can make your member count go up!**

Perhaps like many stations trying to adjust to the slow economy, you’ve tried lowering your basic membership level to acquire more new and lapsed members. In times like these, member attrition goes up, so you want to “lower the bar” resulting in more new members joining and more lapsed members returning.

It’s a proven strategy - settle for a slightly lower average gift in return for a higher response rate in order to rebuild your file. In fact, many stations have also accomplished this by lowering the MemberCard level in acquisition and lapsed mail rather than discounting membership itself.

It begs the question: can the same strategy work to lower attrition in the first place by improving renewal response?

Over the past few years, several stations have been testing that very proposition by lowering their regular MemberCard level to improve response to renewal mail and increase the renewal rate.

In ‘09, responding to the economy, one Midwestern public television station dropped their long-standing \$75 level to \$40 (their basic membership level) in order to widen the group of donors who qualified to get the card. They also hoped that they would keep people interested in giving \$40, rather than not contributing at all. If people gave \$75 they mailed them 2 cards. They positioned this as **“We know everyone is feeling the economic crunch right now and we’re lowering the rate on the MemberCard to say thanks for sticking with us.”**

After a year of testing, they determined the best MemberCard level was a happy medium between the basic level of \$40 and the old MemberCard level of \$75, settling on \$52. Now, members receive the station’s MemberCard for contributing “Just a dollar a week!”

The station reported a good year in membership last year— a tough one for stations across the country— attributing their success in part, to moving the MemberCard to the \$40 level. With the economy beginning to pick up, they are excited to see how members and prospects respond to the new “MemberCard savings for just \$1 a week!” level.

Along with my colleagues here at MBI, I’m here to help you increase membership revenue with your MemberCard program. So please don’t hesitate to contact me with questions or even just to brainstorm new ways to increase support with the MemberCard. You can reach me at deirdre@membercard.com or 1-888-863-1843.

Take care!

