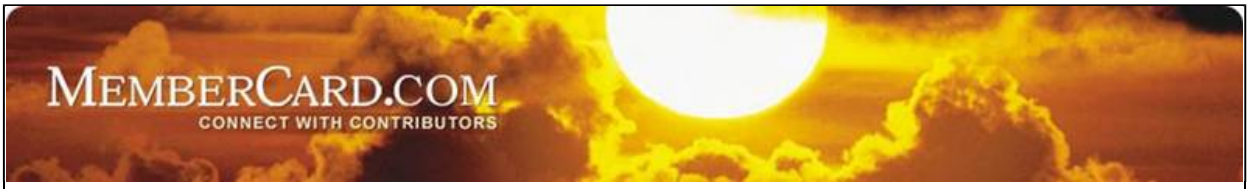

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Make Your Phones Ring With MemberCard!

Are you looking for a way to **create buzz** and **generate contributions** during those dreaded slumps in your on-air fundraising campaign? Why not try a tactic often employed in direct mail that will boost response rates and average gifts— **offer a special, limited time deal on MemberCard.**

Increase your call rate by playing "Let's Make a Deal" with your audience – try offering 2 MemberCards for the price of 1!

Pitch:

When you contribute during this program (or this hour, or this intermission, or...), you'll receive two MemberCards as our way of saying thanks when you give $XX! Usually you'd receive one MemberCard at that giving level. But right now, WXYZ would like to thank you for your generous support by making two MemberCards available to you for the price of one! Don't wait another minute, call now to support WXYZ with a contribution of $XX or more and you'll be on your way to enjoying twice the MemberCard benefits!

Want to increase your average gift? Then motivate your supporters to give an additional $25 above your regular MemberCard giving level and receive two cards instead of just one.

Pitch:

Normally, we like to thank our supporters who give $XX or more with a WXYZ MemberCard. But right now, you can receive two MemberCards— that's two for you to use, or an extra to share with a friend or family member— by giving $YY. That's just $25 more! So, call with a gift of $YY or more right now and before you know it, you'll be doubling the discounts with your WXYZ MemberCards!

Keep in mind that these kinds of offers are to b used judiciously. Save them for when you really need to get things moving, and don't use them to such an extent that people hold back their calls, waiting to see if a discount offer is going to be made.

If you have any questions about using a discounted card strategy, please contact Deirdre Gabriel, Director, Client Services, at 1-888-863-1843 or deirdre@membercard.com.

Important Note

For the Christmas and New Year's holidays, our office will be closed Thurs., Dec. 23 at noon through Mon., Dec. 27 (reopening on Tues.) and Thurs., Dec. 30 at noon through Fri., Dec. 31 (reopening on Mon.).

All orders placed prior to 5:00 p.m. EST on Dec. 15 will ship before the holidays.