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Get the pledge phones to ring!

Two MemberCard stations have had recent success by taking a tried-and-true direct mail strategy and adapting it for pledge use. Stations frequently offer the MemberCard at a slightly lower than normal level in the mail and find that doing so boosts response rates and average gifts.



The WFIU (Bloomington, IN) membership team recently offered two MemberCards for a membership \$25 higher than the “regular” MemberCard level. The phone calls picked up almost immediately. This is particularly useful in generating pledges during slow breaks, or when you want to increase your average gift. (NOTE – WFIU’s Joan Padawan advises not to offer this too often, or your audience will expect it.)

In the Chicago area, offering the MemberCard at a rate slightly lower than normal also creates a buzz. Besides generating calls, this is an excellent way to get upgrade gifts from members who don’t originally join at the MemberCard qualifying level.

In each case, the on-air talent has something to be excited about because this is a “special” offer and only available for a limited time! Plus, you will give your breaks a nice energy boost. And especially now, who can resist the bargain of a special card price, which in turn will bring an entire year of MemberCard discounts?

Important Note

MBI will be closing at noon on Wednesday, December 24th and will reopen Monday, December 29th. The office will close again on Wednesday December 31st at noon and will reopen Monday, January 5th.

Remember to place your MemberCard orders early to beat the end-of-year rush!

End of year tax deductibility reminder

The end of year brings member contribution statements and, often, questions about whether your MemberCard affects a member’s potential tax deduction for their donation.

MBI cannot offer tax advice related to your policies. Our feeling is the MemberCard does not affect the deductibility of a member’s gift. And this is the position taken by most MemberCard stations.

MBI suggests you see the IRS rules for the “Token Exception Criteria.” If you’d like to see the IRS documentation, visit <http://www.irs.gov/pub/irs-pdf/p1771.pdf>.

All of us at MBI wish you the best with your end-of-year appeals, and hope you enjoy a safe and restful holiday season!!



membercard.com

125 Main St • Suite E • Newmarket • NH • 03857 • (603) 659-0342