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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!

Boost Renewal Response Before Time Runs Out!

A very effective way to encourage your members to renew early in the renewal cycle is to add a sense of urgency. A great way to do this is by timing benefits like the MemberCard and the members' guide/newsletter to expire as closely as possible to members' renewal dates.

This works especially well in the beginning of the calendar year. **More members are up for renewal in the first quarter than any other time of year, so widespread renewal messaging is especially effective.** Including reminders that benefits are about to expire will boost renewal response, especially to the early renewal notices.

It's the same strategy used by magazine publishers when adding a "THIS IS YOUR FINAL ISSUE" front cover to magazines.

If MemberCard expiration dates correlate consistently with member renewal dates, it's possible to include specific calls to action in renewal notice copy, like in a P.S.: "Your MemberCard and newsletter benefits expire this month. To avoid any interruption in your membership, please send your renewal gift today!"

If you extend benefits to a 13th month, another effective copy point is "We hope the extra month of the guide and the MemberCard benefits will help convince you to remain a member."

Reinforce these messages in your pre-drive promotion: on-air, in the mail and wherever you can. **Doing so will prompt more members to renew early in the renewal series, rather than waiting and responding during the drive.**

One way to match dates:

Aligning card expiration dates to renewal dates is simple: As select criteria for the MemberCard fulfillment mailing lists, you can use: **New or RENEWAL gifts, at or above the \$__ (MemberCard) level.** Sort and subtotal the results by member renewal date. The membercard.com order form is set up for entering counts (the subtotals) by date. *Orders generally ship within 2-5 business days.*

Order frequently, at least every month. It makes it easier to keep card expiration and renewal dates in alignment. To get cards to members quickly following on-air drives, many stations "pre-order" 75% of the previous year's quantities before and/or during the drive. To review your order history, Click on "View Recent Orders" on the MemberCard order page.