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## Member Response Takes Off With Travel Benefits



It's a well known fact that public broadcasting members love to travel and do so more than most. Even in this economy, your members still travel - they just do so on a smaller budget.

You can tap into this interest and boost response with this small message change: describe your MemberCard program as providing *"2-for-1 and similar savings at more than ### restaurants, arts and entertainment venues in our community and over 11,000 across North America."*

Those few additional words can provide the tipping point for members responding to renewal notices or lapsed telemarketing and who enjoy travelling on a budget. They can do it by taking advantage of the TravelCard benefits they receive as a member of your station.

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...

### 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!

### A great value for members:

On a trip, your members can use a TravelCard to access all the local MemberCard savings benefits wherever they travel. **That means they can enjoy the same 2-for-1 savings on lodging, attractions, dining and more, just like being a member of the local station.**

The TravelCard is **FREE** for your members; the only charge is for Shipping & Handling. Best of all, MBI does the fulfillment, so there is **no extra work for you or your staff.**

Use your e-newsletter, program guide or air to send your members here: <https://store.membercard.com/order-travelcard.asp>. When they visit, members will see a list of destinations and may order TravelCards for up to three (3) locations at a time. All they need is a current MemberCard number and expiration date. From there, it's a simple and secure transaction. Phone orders are accepted, too! Just ask your members to call us at 800-423-7645 ext. 10. TravelCards are usually mailed to members the same business day.

Don't let your members overlook their TravelCard benefits; it will give them another powerful reason to renew. **2-for-1 savings at thousands of locations across the country is a substantial value and just what members who love to travel are looking for!**

**HAPPY NEW YEAR FROM MBI!**