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MemberCard Fulfillment:
How KNPB in Reno Promotes Usage and Increases Renewals

Longtime MemberCard partner Ardie Engren, Membership Manager at KNPB TV out of Reno, NV, knows how important it is to promote KNPB MemberCard usage to members in order to **improve renewal response and overall member retention**.

Which is why Ardie uses every chance she gets to promote the value members receive when they use their KNPB MemberCard, knowing that the more members are reminded of the value, the more often they will use their MemberCards. Likewise, participating businesses will see more MemberCard traffic, and continue to renew their participation year after year.

One of her promotion tactics: **highlight benefits right in the KNPB MemberCard fulfillment letter**.

Ardie knows which benefits KNPB members like, so she lists these participants right on the fulfillment letter, along with their offers and details about their locations or performances. She also includes information about receiving MemberCard updates and affixes the card right to the same sheet! To affix, she uses a glue dot, and glue dots come 4,000 dots on a strip of paper (a roll in a box) – dots are sticky on both sides and easily pull off the MemberCard when detaching from the letter.

Prompting like this will only increase your station's renewal numbers – with each MemberCard usage, the value of membership with your station is reinforced!

MBI can prepare a fulfillment note for you that will prompt MemberCard usage by highlighting participating benefits and listing information regarding using the MemberCard. Please contact Kate Baker at kate@membercard.com or 800-423-7645 X25 to discuss creating a fulfillment note for your station.

Important Note

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.