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Members Soak Up Summer Savings - For Big Fall Drive Results



As the weather warms and summer rolls in, your members will be rushing out to frequent restaurants and attractions in your area. **More so than other times of the year, summer is when we venture out and visit local businesses, as well as travel locally and throughout the country.** And what a better time for members to find value in their station MemberCard, receiving 2-for-1 discounts while they're out and about in the summer fun.

Prompting members to use their benefits now can pay off later: **the more you remind members about their valuable benefit of membership, the more apt they are to take advantage of the wonderful savings afforded to them.** By increasing MemberCard awareness among members and promoting the savings, the value of their membership - and their dedication to your station - is **strengthened and reinforced** each time the card is used. And when fall drives roll around, your members will be renewing and giving at higher levels.

Effective Ways to Promote MemberCard During Summer:

- **Highlight Specific Restaurants and Feature Those with Summer Appeal** – If you would like specific contact information for restaurant owners to discuss special promotion, contact Kate @ 800-423-7645 x25 or kate@membercard.com; if you know of restaurants with outside seating, seasonal menus or other “summery” attributes, be sure to focus on these.
- **“Trip of the Month”** – Create day or overnight trips by creating a travel plan for members – i.e. “receive 2-for-1 dining at the Main Street Restaurants, 2-for-1 admission to the Home Town Baseball Game and stay at the Down the Corner Inn with 2-for-1 overnight accommodations”.
- **TravelCards** – Promote TravelCard benefits by pointing members to membercard.com where they can browse the available 2-for-1 discounts at over 10,000 benefits around the country.
- **Feature in E-Newsletters** – More and more stations are getting on board with regular e-newsletters, and this is the perfect weekly/bi-monthly way to remind members about their MemberCard benefits. Try mentioning specific restaurants, or create “features” that highlight certain attractions. Your newsletter subject line can contain the specific restaurant or attraction name, including the specific 2-for-1 MemberCard offer. You can also use this medium to attract new or lapsed members who subscribe to the newsletter. (i.e. “Don’t have a MemberCard? Please click here for more information on how you can receive discounts at Main Street Restaurant and many more fine establishments in your area.”)
- **Website Promotion** – Create a special section for “MemberCard Feature of the Day (or week),” reminding members of their savings benefits and prompting non-contributing visitors to learn more.

Order Early:

As you prepare for your next drive, remember to place your MemberCard order early to cover first week pledges and early renewals! It's the best way to get a head-start on MemberCard fulfillment!

Important Note:

MBI will be closed July 3rd and July 6th for Independence Day. Remember to order your MemberCards early to beat the holiday rush!