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## Thank You Goes a Long Way: How WXXI Upgrades More Members

We are always delighted at the innovative and creative ideas stations use to integrate MemberCard into their current membership strategies for increased revenue and renewal rates.

### WXXI TV and Radio out of Rochester, NY is no exception.

It's well known that acknowledging a member's gift of support— in a timely manner—goes a long way; and, specifically referencing their donation amount and how it helps the station will make the member feel their donation is well deserved.

WXXI has also found that the **acknowledgement mailing is a perfect medium to ask members who have renewed below the MemberCard level to upgrade their donation.** After thanking them for their support, WXXI asks their member if they'd like to upgrade their donation amount just a few more dollars to the WXXI MemberCard level.

To reinforce the value of the MemberCard, WXXI also includes the standard renewal mailing insert that MBI prepares, which highlights the value of the benefit and a sampling of participants.

WXXI cites great results from this practice, saying that many people upgrade their amount to the MemberCard level. Not only do members upgrade their contributions when they renew, but they renew at the higher level in subsequent years.

**If you don't have an updated mailing insert designed for your station, or would like to view additional sample mailings, please contact Kate Baker at [kate@membercard.com](mailto:kate@membercard.com) or 800-423-7645 X25.**

**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 2<sup>nd</sup> and July 5<sup>th</sup> for Independence Day. Remember to order your MemberCards early to beat the holiday rush!

# WXXI

June 10, 2010

Dear Sue Sample:

Thank you for your support of public broadcasting. Your membership renewal in the amount of \$75 helps to ensure that WXXI will be able to continue its tradition of great programming that stimulates and expands thought, inspires the spirit, opens cultural horizons and promotes understanding of the issues of our diverse community, nation and world.

I would also like to invite you to enjoy great discounts at dozens of area restaurants and Bed and Breakfast Inns with a **MemberCard Plus**. If you increase your pledge to the \$120 level we will send you your new **MemberCard Plus** or for more information call 258-0200.

As you enjoy all of WXXI's services, television, radio and the internet, take pride in knowing that your support is helping to make it possible. WXXI depends on support from good friends such as you.

Again, on behalf of all of us here at WXXI, please accept our sincere thanks for your membership.

Sincerely,



Norm Silverstein  
President & CEO

### BIG Savings with the WXXI MemberCard!



With your gift of \$120 or more, you'll support your favorite WXXI programs and receive...

- ✓ 2-for-1 savings at over 150 local restaurants, bed & breakfast inns, and attractions plus a NEW CATEGORY of Health and Wellness benefits!
- ✓ 10-20% discounts at select online merchants.
- ✓ Access to over 11,000 benefits nationwide.

Over \$300 in savings!



Just send in your gift of \$120 or more in the envelope provided. If you prefer, you may contribute online at [wxxi.org](http://wxxi.org) or by calling 585-258-0200.

Please visit [membercard.com](http://membercard.com) for a complete and up-to-date list.

See partial list on back! →