

Make a Match and Win Support!

Announcer: *Ladies and Gentleman, it's time to play the...*



With our host, Gene Rayburn!

Gene:

Ok contestants, here we go – don't forget, you're playing for more renewing members and growth of your membership file!

Fill in the blank for each the following questions:

Matching MemberCard expiration dates to your members' actual renewal dates is a great _____ tool for renewals.

Answer: URGENCY

Think of it as being like the "final issue" cover wraps stations often use on program guides, a tactic also used in the magazine industry. This works because it creates a sense of urgency, and the more specific you are, the better. Renewal copy stating, "Your program guide and MemberCard benefits will expire at the end of this month!" will get a higher response than copy that only states benefits will be lost if the member doesn't renew.

Even if your members receive program guides through the 13th month, the MemberCard date should ____.

Answer: MATCH (our favorite word!)

In this case, we recommend you give your members a 13-month MemberCard so your renewal copy can speak to the simultaneous loss of all benefits. You can capitalize on this by pointing out in the 13th month notice something along the lines of, "We hope this extra month of the guide and your MemberCard benefits help convince you to remain with us as a valued supporter."

By sending members MemberCards dated with their exact anniversary (12th) month, you can boost responses and _____ members who respond to 9th, 10th & 11th month renewal notices.

Answer: REWARD

Since the card is valid for a full year from the member's 12th (anniversary) month, they are rewarded for renewing early by receiving a card valid for 13 or 14 months. Highlighting these "bonus months" will increase responses to your early notices.

Ordering MemberCards to match members' renewal dates is ____!

Answer: EASY

When you run your MemberCard order report (selecting those giving a new or renewal gift at or

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Travel Benefits!

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!

For only a small Shipping and Handling fee of \$6.75 your members can enjoy 2-for-1 savings on lodging, attractions, dining and more at over 11,000 locations nationwide and in Canada!

above your MemberCard level), just sort and subtotal the list or labels by renewal date. Fill in that information on the MemberCard order form, listing the quantity of cards by expiration date. Submit your order and look for your cards to ship in a week or less!

This means you can order and send out MemberCards more _____

Answer: FREQUENTLY

By ordering several times a month, you avoid over-ordering, ensure timely delivery of cards to members, MATCH renewal dates accurately, and the mailings will be smaller and easier to prepare. We can even arrange for cards to ship on the same day every week, every other week, whatever works best for you and your team!

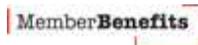
After all, our mutual goal is to take the best possible care of your _____ so they renew their support year after year!

Answer: MEMBERS

Announcer:

Providing greater value and better service is always the right answer when it comes to renewing more members and growing your membership file. Remember, your good friends at MBI are always there to help!

Ladies and Gentlemen, thanks for joining us for this edition of MemberCard Match Game! For answers to your questions about how to "Make a Match and Win Support," contact Deirdre Gabriel at deirdre@membercard.com or 1-888-863-1843.



membercard.com

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