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MemberCard in Drive Time: Tools, Techniques and Tips!

How you can use your MemberCard program to its greatest advantage for on-air drives.

Tools:

Download Benefits List: For on-air talent and phone volunteers, use a **sortable benefits list** that you can download right off your membercard.com page. It's always up to date and all you do is go to your station page at membercard.com and click on "**Download benefits list**" on the right to download and open in your favorite spreadsheet program for sorting.

Talent Sheets: Don't need to sort the benefits list? Prior to the drive, Joanna, our graphic designer, will email you a talent sheet. And when you want an updated version, just contact Joanna at 800-423-7645 X15 or at joanna@membercard.com.

Keep a "talent sheet" or cheat sheet by phone volunteers and on-air talent for a handy reference during drive times. Having a quick description of the benefit, and specific examples of participating businesses, will help your staff **motivate members to pledge, upgrade or renew** for their MemberCard.

Updated Spots and Scripts: Want to freshen-up your MemberCard on-air spots and scripts? On membercard.com we provide an arsenal of MemberCard spots and scripts, old and new, for you to choose from:
<http://membercard.com/membercard/stations/example-spots.php>. For additional scripts, please contact Kate Baker at 800-423-7645 X 25 or email kate@membercard.com.

Techniques:

MemberCard User Testimonials: Be sure to encourage station staff answering phones and pitching to **USE THEIR COMPLIMENTARY CARDS** received from us over the holidays. Having on-air talent provide anecdotes about their MemberCard experiences is the best way to get members and prospective members interested and excited about the idea of using their MemberCards.

Members Love Travel: Don't forget to pitch the TravelCard benefit - it's a perennial member favorite! Here are the essentials: **MemberCards are accepted at over 11,700 locations covering 47 states and 7 Canadian Provinces.** By ordering a low-cost TravelCard, you can continue to take advantage of MemberCard's 2-for-1 savings and get in a round of golf, have a romantic dinner, or take the family to a show...even when traveling!

Online Discounts: NEW! In the age of online media, online benefits are sure to get everyone's attention – especially in your on-air pitching. Just this past winter, we added a number of "**green**" online discounts to our already lengthy list of online benefits. Here's a quick list:

Important Note

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!

- AllGreenThings.com
- AmazingClubs.com
- Barkwheats.com
- BayfieldCountyCoffee.com
- Bearwallowgloves.com
- BestBabyOrganics.com
- BuzzieBee.com
- celerystreet.com
- Cherrymoonfarms.com
- Coco-Zen.com
- ECOBAGS.com
- FlyingNoodle.com
- Greatcoffee.com
- GreenBeginningsGiftBasketCo.com
- HappyGreenBee.com
- lloveallaccess.com
- Lbvgallery.com
- LetsGoGreen.biz
- MaggiesOrganics.com
- Maps.com
- MountainMamaOfMaine.com
- Olivegreendog.com
- ProFlowers.com
- Redenvelope.com
- Sharisberries.com
- shopOrganic.com
- SimonSezIT.com
- TerraFurnishings.com
- Wisconsincheesemart.com

3 Tips For On-air Pitching

- ✓ Audiences really respond to specific mentions of benefit names and especially comments (i.e. “that’s right down the street” or “I love their menu!”).
- ✓ Also, mention larger “destination” cities in your coverage area that members might visit and how many benefits are in each of those cities.
- ✓ Talk about the average savings (i.e. On average you'll save \$12 each time you use your MemberCard) and that with only a few uses members can save the amount of their pledge!