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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](mailto: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](mailto: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](http://AllGreenThings.com)
- [AmazingClubs.com](http://AmazingClubs.com)
- [Barkwheats.com](http://Barkwheats.com)
- [BayfieldCountyCoffee.com](http://BayfieldCountyCoffee.com)
- [Bearwallowgloves.com](http://Bearwallowgloves.com)
- [BestBabyOrganics.com](http://BestBabyOrganics.com)
- [BuzzieBee.com](http://BuzzieBee.com)
- [celerystreet.com](http://celerystreet.com)
- [Cherrymoonfarms.com](http://Cherrymoonfarms.com)
- [Coco-Zen.com](http://Coco-Zen.com)
- [ECOBAGS.com](http://ECOBAGS.com)
- [FlyingNoodle.com](http://FlyingNoodle.com)
- [Greatcoffee.com](http://Greatcoffee.com)
- [GreenBeginningsGiftBasketCo.com](http://GreenBeginningsGiftBasketCo.com)
- [HappyGreenBee.com](http://HappyGreenBee.com)
- [lloveallaccess.com](http://lloveallaccess.com)
- [Lbvgallery.com](http://Lbvgallery.com)
- [LetsGoGreen.biz](http://LetsGoGreen.biz)
- [MaggiesOrganics.com](http://MaggiesOrganics.com)
- [Maps.com](http://Maps.com)
- [MountainMamaOfMaine.com](http://MountainMamaOfMaine.com)
- [Olivegreendog.com](http://Olivegreendog.com)
- [ProFlowers.com](http://ProFlowers.com)
- [Redenvelope.com](http://Redenvelope.com)
- [Sharisberries.com](http://Sharisberries.com)
- [shopOrganic.com](http://shopOrganic.com)
- [SimonSezIT.com](http://SimonSezIT.com)
- [TerraFurnishings.com](http://TerraFurnishings.com)
- [Wisconsincheesemart.com](http://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!