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Travel Benefits

Summer is fast approaching and even in this economy your members will still want to do some traveling – just on a smaller budget. You can tap into this interest by promoting TravelCards.

For just a small shipping and handling fee, your members with valid MemberCards can enjoy additional 2-for-1 savings nationwide!

It's easy! Just call 800-423-7645 ext. 10 or visit our website for more details!

Increase Fiscal Year-End Campaign Response with MemberCard.

Successful fiscal year-end campaigns use urgency to motivate contributors – the importance of balancing the budget by June 30. This year, convincing contributors of the urgency isn't that much of a challenge: everyone knows what difficult times we're in.

The greater challenge is convincing people with their own budget gaps to help the station balance its budget.

Your MemberCard program can help in two ways:

1. It adds a very relevant reason for why it's important to contribute and help balance the budget: keep their favorite programs airing AND to help balance their own budgets with MemberCard savings.
2. Use a "limited-time special offer" that expires June 30 to reinforce the fiscal year-end deadline.

For example, a station with a \$90 MemberCard level offers the card at the \$60 level in lapsed mail through June 30. The copy might read:

"Reactivating your membership with a \$60 contribution by June 30 not only helps us balance the station budget, but also your household budget with a full year of MemberCard savings! But you must respond by June 30, before the level goes back to \$90 on July 1!"

Offering the chance for contributors to help the station and themselves is an effective way to improve response. Especially now, when many want to help but are concerned about their own finances.

Providing a win/win opportunity with your year-end campaign will help them help your station!

MBI Can Help!

Contact Kate Higgins at 800-423-7645 ext. 25 or reply to this email for ideas and examples on:

- Special year-end offer inserts for mailings and copy points for letters.
- Emphasizing the MemberCard level on your reply slip.
- Telemarketing scripts that focus on year-end urgency.

Don't forget year-end campaign promotion - the more your lower-level MemberCard is promoted, the higher the response.

Our most important suggestion: BE POSITIVE! This is a tough year, but it's almost behind us and there are signs of improvement. The better donors feel about the future, the more they will contribute to a favorite worthy cause – their local public broadcasting station!

Best of luck with your year-end efforts.