

Sustainer Program Sees Green by Going (Ever)Green

This month's Tip is a quick reminder that a seemingly small change in presentation can yield big results!

Monthly giving programs have been around for years. They've been pitched as "Installments," "electronic funds transfer" (EFT), monthly membership and, more recently, as sustainer Programs.

The "Sustainer" appellation better captures the role these members have with the station. But how well does it work?

Judi Gardner at Maine Public Broadcasting, a MemberCard station, didn't think it was working well enough. So she sought advice and ideas from around the industry. Her efforts paid off big-time.

Carol Rhine of Target Analysis Group had an idea that made all the difference. It's yet another name for members giving automatic monthly gifts -- only this one just happens to be PERFECT: "Evergreen Friends."

Maine is the Pine Tree State after all. Intuitively at least, the idea of characterizing members who sustain MPBN with ongoing support as "Evergreen" sure sounds like a winner.

But since intuition and direct response results often don't agree, it would be the rollout of the Evergreen Friends during the April radio drive that would ultimately determine if this was indeed a "killer application."



Familiar with the customized MemberCards we create for our clients, Judi called upon MBI to support the program by creating a "Private Label" MemberCard and Directory exclusively for the Evergreen Friends. This would help reinforce just how special these members are to MPBN.

The rollout was a blowout! Judi reports the drive's average gift jumped 13%. There was an increase in new memberships and fully a third of all new pledges were to join Evergreen Friends! By the end of the drive, the number of members giving at the Evergreen level had increased by 50%. As Judi says, "It's a darn good (and astoundingly easy) way to increase revenue in a sustainable way." The drive went a long way towards "greening" the MPBN membership file.

For our part, we're delighted to have played a small role in the success of the program. And we're more than happy to shamelessly use this (with Judi's permission) as an opportunity to remind you that you can use your MemberCard program to support your member file segmentation strategies.

Whether for mid or major donor clubs, Kids clubs, Sustainers or program interest groups like "how to", a custom branded MemberCard and directory can help lend these special members the exclusivity they deserve!

Oh: almost forgot: **It's a free service!**

For more information and/or samples, please contact Joanna Adams at 800-423-7645 ext. 13 or joanna@membercard.com for more information.

Do you have a success story to share? If so, please contact Rich Lewy at 800-423-7645 or rich@membercard.com