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Competitive Advantage

There's no shortage of pessimism as we head into this, the most competitive season for fundraising. In a year when people have fewer dollars to contribute, the competition promises to be tougher than ever.

But take heart: Public Media has three important competitive advantages in the current economic climate:

First, while other nonprofits need to purchase time, space and postage just to let potential donors know about the services they provide, communicating with current and potential donors **IS** the service provided by public stations.

Second, it's during uncertain times like these that people turn to sources they know and trust for news and other content. When it comes to trust, Public Media is in a class by itself.

Third, when thrift is a priority as it is now, providing MemberCard savings gives public stations a big competitive advantage. **Unlike donations to other local nonprofits, a contribution to your station is both philanthropic AND a prudent investment.**

For donors with fewer dollars to contribute, the opportunity to support a trusted local institution like your station AND receive exclusive savings is a compelling choice.



New Benefit!

Just in time for the holiday season a new online benefit has been added to the MemberCard program...

The Red Envelope is a great site for unique and personalized gifts and now your members will receive an **unlimited 20% discount with their MemberCard!** Check out their listing on membercard.com or in future directories.

Trust and Value

To put these competitive advantages to work over the next several months, stress **TRUST** and **VALUE** in your fundraising communications:

Emphasize **TRUST** by highlighting content: trusted commentators sharing information from trusted sources, no corporate ownership bias, and a focus on program quality rather than profitability.

Emphasize **VALUE** by highlighting the MemberCard savings:

- The savings are 2-for-1.
- Accepted at ### local restaurants (B&B's, performances, etc.).
- Valid for an entire year.
- Use it just once a month and save the amount of the contribution.
- The ideal way to spend less while supporting the local economy at the same time.
- Help others save by giving the MemberCard as a holiday gift.

Public broadcasting has come through down periods remarkably well by focusing on these themes. Tag lines like *RADIO WORTH LISTENING TO IS RADIO WORTH PAYING FOR* and *PUBLIC TV IS PAY-PER-VIEW ON THE HONOR SYSTEM* highlight both value and trust.

These ARE challenging times for fundraising, but being a Public Media fundraising professional has its advantages!

It's our job to help you succeed in your fundraising efforts - let us know what else we can do!



membercard.com