

## Now's the time to remind your members to shop and save online with MemberCard!

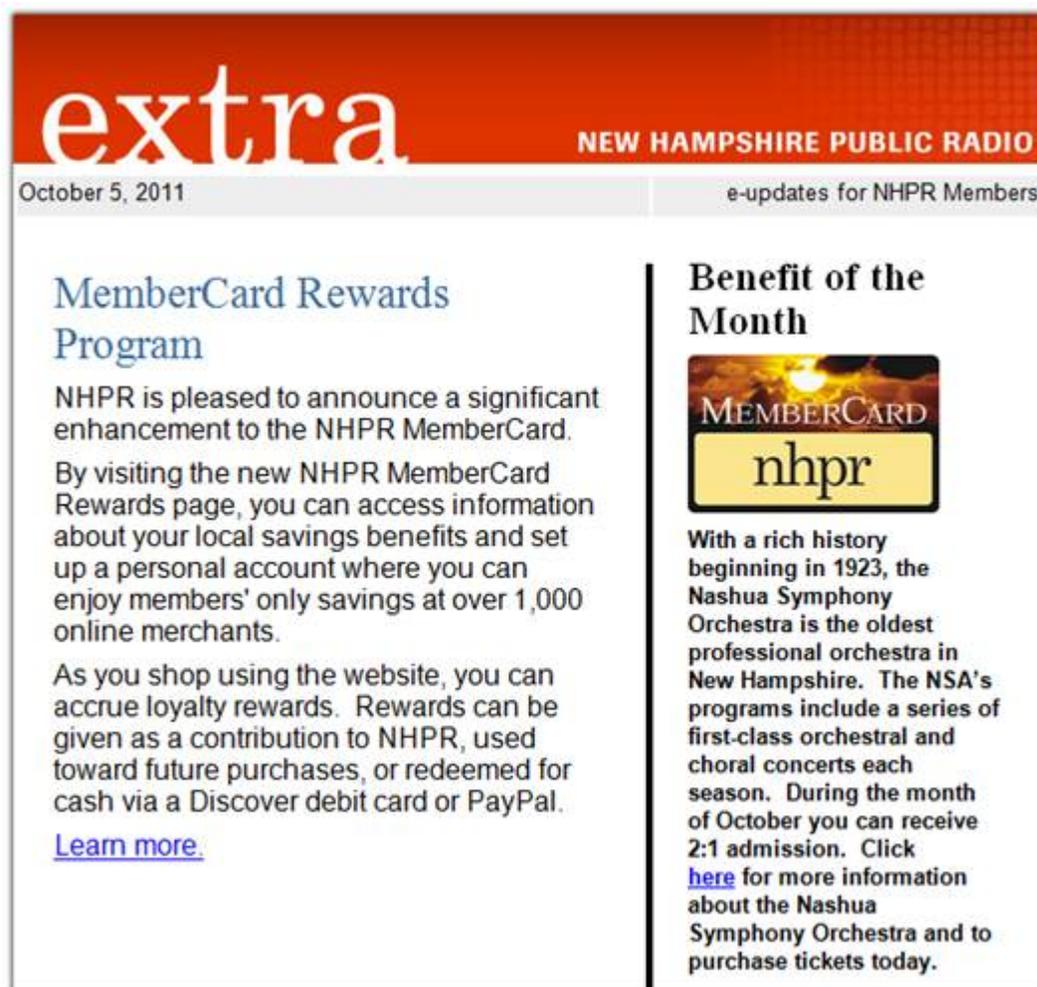
It's hard to believe the holidays are here. I'm definitely starting to think about my holiday shopping and one thing I know is that I want to hit the malls as little as possible. Call me crazy, but I can live without the traffic, crowds and canned holiday music blaring at every turn.

So what I am going to do? I'm going to try to do as much shopping as I can online. And as it turns out, I'm not alone. According to the National Retail Federation, shoppers plan to do 36% of their holiday shopping online this year—an increase of 3.3% over 2010.<sup>[1]</sup>

Promoting MemberCard's new online rewards benefits makes sense all around. Members can shop at over 1000 national retailers and earn cash back rewards points on each purchase. Once they've banked their rewards points, they can donate them back as cash to your station (!), or transfer the funds to PayPal or a pre-loaded Discover Earn & Spend Debit Card for their own personal use.

But members won't know about this exciting opportunity unless you tell them about it! So make sure it's on your website, in your e-newsletters, and in your program guide.

Here's a terrific example of how New Hampshire Public Radio promoted both a traditional aspect of the NHPR MemberCard program, The Benefit of the Month, along with the new online rewards benefits in a recent e-newsletter:



Previously we sent out some message points regarding the new online rewards. In case you missed the document or need a refresher, [CLICK HERE](#) to access. We hope these will come in handy when crafting your promotional messaging.

If you need help coming up with language for promoting the online rewards benefits, please don't hesitate to contact me. I'm happy to help you brainstorm ways to highlight this new aspect of your MemberCard program. And as always, please don't hesitate to call me at 888-863-1843 or email me at [deirdre@membercard.com](mailto:deirdre@membercard.com) with any other questions you may have. I'm here to help!

### Holiday Closures:

#### Thanksgiving:

Wed., Nov. 23 at noon –  
Fri., Nov. 24

#### Christmas:

Fri., Dec. 23 – Mon., Dec. 26

#### New Year's:

Fri. Dec. 30 – Mon., Jan. 2

### Order Early!

**Now is a great time to get a jump on your December MemberCard order! To ensure members receive their cards as quickly as possible, please your order just before or soon after your holiday on-air drive begins.**

**All orders placed prior to 5:00pm EST on Dec. 14 will ship before the holidays.**