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## Thanking Benefit Providers

Saying “thank you” and sending timely letters to your members are basic tenets of good stewardship. For MBI, this applies to thanking participating benefit providers for the savings station members receive.



Every year around this time a mailing goes out to more than 10,000 of the small businesses and non-profits providing your members with MemberCard savings. Included in this year’s mailing is a “*Certificate of Appreciation*,” which acknowledges their support of your station. We’ve received great feedback from benefit providers, many pledging to proudly display their certificate.

In times like these, the MemberCard program is especially valuable to participating restaurants. But it’s also more expensive because there are fewer customers overall and food costs are up. **That’s why any expression of appreciation goes a long way.**

It’s good to remember that most restaurants are locally owned small businesses, and contributing to the quality of life in the community is one of the main reasons they participate in your MemberCard program.

**So please encourage your station colleagues to thank the restaurants and other local benefit providers whenever they use their complimentary MemberCards.**

### Other ways to say thank you:

- Encourage members to patronize and thank MemberCard benefit providers
- Send benefit providers a quick thank you note or include them in your holiday card list
- Pass along positive feedback you receive from your members (we do this too)

***Of course, this TIP OF THE MONTH would not be complete without our thanking YOU for partnering with MBI to provide your members with their own local Public Broadcasting MemberCard program!***

### 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!**