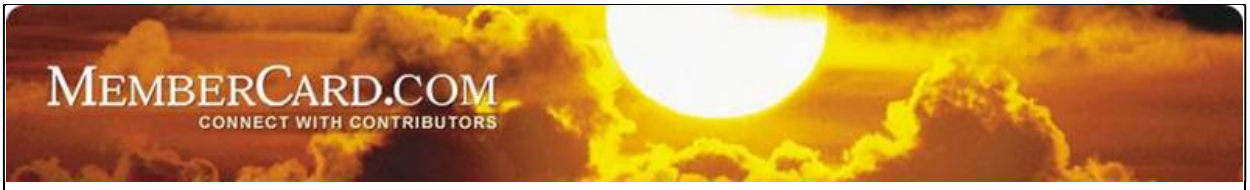

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Customer Service

Anytime you hear of a MemberCard customer service issue, please call us at 800-423-7645 ext. 13 or click here to email us as soon as possible with whatever information you have; but ideally the member's name, phone number, the name of the benefit and when the issue occurred. Most issues are resolved within 24 hours.

Drive Strategies:

How to use MemberCard to improve drive results!

With on-air drives for TV and Radio scheduled throughout the fall, here's a quick refresher on tried and true ways of making the most of your MemberCard program with on-air messaging. **Remember, promoting your MemberCard on-air does more than boost pledge revenue; it also increases response to your renewal mailings.**

For programs airing with "virtual" breaks during TV drives, you can take advantage of the graphics on the lower third of the screen by include MemberCard information like giving level, the number of 2 for 1 dining and other benefits, etc.

Here are other ideas:

- **Pitch Points:** The most effective way to generate pledges is to clearly explain ALL that comes with pledging at a given level, including the MemberCard savings benefits, member communications and premiums:

  "When you become a member at the $XX level, not only do you receive the CD, but all the benefits of membership: the WXYZ MemberCard offering 2-for-1 savings that include dining at over 150 local restaurants and the WXYZ Program Guide/newsletter, so become a $XX member now!"

- **Tape Roll-Ins:** MBI has a DVD containing a generic TV spot with availabilities to add your station ID and list local benefits, in addition to a CD filled with many time-tested sample spots from participating radio stations. See Example TV/Radio Spots at MemberCard.com.
- **For TV: Slides/Full-Screen Stills** that display the gifts received for pledging a certain amount. For example, a graphic that displays "For $XX" as the giving level and shows the Music CD, MemberCard and Program Guide. For radio, verbally sum-up the total offer in the same way.
- **Testimonials:** Include Radio/TV spots with members talking about the savings they've received and the new places they've discovered because of the MemberCard, in addition to what a great member benefit it is. Listen to NHPR's member testimonials.
- **Talent Sheets:** This sheet includes a short description of the MemberCard benefit, including the number of benefits, the MemberCard giving level and a partial list of your local benefits. It's a handy reference for your on-air talent as well as your phone volunteers. We will send you the sheet prior to your drive, but if you need one at any time, please contact Joanna Adams at Joanna@membercard.com or 800-423-7645 X15.
- **Have Fun:** Encourage on-air talent to talk about their experiences using the MemberCard with friends – or some of the places where they PLAN to take their friends and use the MemberCard. The more enthusiasm listeners hear and see, the more likely they will be to join.

Please contact Kate Baker at Kate@membercard.com or 800-423-7645 X25 for more pitch points, on-air scripts, sample spots and more!