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## Attention = Retention



In this slowing economy, members want MemberCard savings more than ever. To translate this demand into higher renewal and acquisition response rates, use clear and concise descriptions of the value members receive when using the WXYZ MemberCard. This applies to all direct response media.

### Members respond most to these three message points:

- The **number** of dining benefits
- How **much** they can save
- How **long** they can save

### Sample copy:

*“Enjoy 2-for-1 savings at more than xxx restaurants for a full year with the WXYZ MemberCard.”*

*“Dine out and save 2-for-1 at more than xxx restaurants using your WXYZ MemberCard, good for your entire membership year.”*

*“Purchase one entrée, get the 2<sup>nd</sup> lower priced entrée free when using the WXYZ MemberCard at over xxx restaurants – and it’s good for your full year of membership.”*

### Important Note



To all our Public Television friends attending the upcoming Development Conference – Jonathan, Steve, Kate and Rich will be there attending sessions and talking with as many of you as they can. Please make sure to say “hello!”

### Other important details to include:

- Types and total number of benefits.
- Identify by name several restaurants and/or B&B's, golf courses, performances, etc. that accept the MemberCard. *(Ask us for up-to-date buckslips or talent sheets.)*
- During an on-air pitch, bundle the premium and MemberCard together at appropriate giving levels.
- Refer to applicable value *(i.e., Use the WXYZ MemberCard just 5 or 6 times during the year and you can easily save more than the amount of your contribution).*