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Prompting MemberCard Usage:

How NHPR Keeps 'em Coming Back!

NHPR knows the value of prompting members to use their NHPR MemberCards year-round: it improves member retention. NHPR members who use their MemberCards will continue renewing to keep their membership—and their valuable savings benefits—current.
NHPR's latest on-air spots use creative testimonials and sound bites from members about some of the places where they've used their NHPR MemberCards to save. One member enthusiastically explains how she plans her weekend trips around where she's able to use her MemberCard.
The spots also point listeners to the NHPR.org website where they can access the full list of benefits.

Order Early:
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!

Prompting on-air is a great way to motivate members (and prospective members!) to get out and take advantage of the savings benefits they receive with their station membership.

Listen here:
http://www.membercard.com/membercard/stations/membercard_1.mp3
http://www.membercard.com/membercard/stations/membercard_2.mp3

The effect is just as dramatic with year-round TV spots! Whether motivating members to renew early or contribute for the first time, the spots will prompt MemberCard usage by reminding members of the value of their benefits.

Show actual participant storefronts and list restaurant names – it will work wonders for getting people out and about to use their station MemberCards.

To see recent sample spots from stations SDPB and WXEL, click here:
http://www.membercard.com/membercard/stations/SDPB.html
http://www.membercard.com/membercard/stations/WXEL.html

To see more sample spots, click here:
http://www.membercard.com/membercard/stations/example-spots.php

When you increase MemberCard awareness among members and promote the savings, MemberCards are likely to be used more often, strengthening and reinforcing the value of station membership with every use.

For a current list of benefits, or more information and samples for on-air promotion, please contact Kate Baker at 800-423-7645 X25 or at kate@membercard.com.