

Direct Mail +



= Better Results!

A healthy direct mail program is crucial to the overall strength of your membership effort. You know how effectively the MemberCard works in renewals, but did you realize it can also improve the results for acquisition and lapsed mailings?

Many stations have discovered that what works best in lapsed and acquisition mail isn't necessarily what works best in renewal mail.



In renewals, the MemberCard is used to upgrade members from lower to higher giving levels and to increase member retention. For that reason, the standard MemberCard level is always set higher than the average gift in renewal mail.

Improving acquisition and lapsed mail response is simple: lower the MemberCard giving level exclusively for these mailings. Highlighting this “special offer” in the copy is what boosts response. The rule of thumb is to set the MemberCard level just a few dollars (no more than \$5) above the typical average gift for the mailing. For example, if the average gift in lapsed mail is \$46, try \$50 as the MemberCard giving level for lapsed mailings.

When using the mail to acquire new and re-acquire lapsed members, boosting response takes priority over increasing the average gift. The strategy: **For more revenue tomorrow, invest in building the member base today.**

Using this approach, some stations increased BOTH response and average gift in a single mailing!

More ideas that work in all mailings:

- ✓ Clearly promote the 2-for-1 savings.
- ✓ Remind members that using the card a few times will “pay for” their membership.
- ✓ Mention the MemberCard in your letter’s PS. For example: PS- Renew at the \$90 level and receive the WMBI MemberCard, entitling you to 2 for 1 discounts at 100s of restaurants, B&Bs and more!
- ✓ Include a partial list of the dining and other benefits printed on a buckslip, on the back of the reply slip or back of the letter.
- ✓ Graphically highlight the MemberCard level on the reply slip.
- ✓ In renewals, point out that a quick response to an early renewal means their new MemberCard will be good for one or two extra months (their next renewal date will be in 13-14 months).

Remember, we are always happy to assist you in creating buckslips and other MemberCard related artwork. There is never a charge for creative services so you might even want to consider targeted buckslips for different types of mailings.

To get the ball rolling, please contact our graphic designer, Joanna Adams, at joanna@membercard.com or 1-800-423-7645 ext. 13.

P.S. It's always helpful to keep in mind that membership fundraising is really the art of incremental improvements. Even a .01% increase in response to a mailing can, over time, add up to a significant increase in revenue!