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Directory Content – A Branding Goldmine

Your MemberCard directory is more than just a listing of available benefits; it's also a goldmine for branding opportunities. By simply placing station-specific information inside, your directory can easily become a portable membership guide for your station.

Not only is this material useful to your members, it also further bonds them to your station. Your directory, filled with station information, will remind members of their station support each time they use the MemberCard.

The information in your directory can cover a variety of areas from in-depth information about the station's history and mission statement to a list of ways to provide additional support through planned giving, underwriting, employer matching gifts, volunteering...etc.

WTTW11 MEMBERSHIP

WTTW11 Card: At the \$40 level and above, members receive the WTTW11 Card - your passport to a variety of members-only discounts and special offers throughout the Chicagoland area. For detailed information about WTTW11 Card benefits, turn to each issue of the Guide, call our Member Services Department at (773) 509-1111 and select the Member Benefits option on the phone menu, or visit our website at wtw.com.

WTTW11 Producer's Circle MemberCard: At the \$150 level and above, members receive the Producer's Circle or Satellite Council MemberCard. With the WTTW11 MemberCard in hand, you'll receive 2-for-1 discounts and other special offers at hundreds of restaurants, museums, theaters, bed & breakfasts, retail outlets, and more throughout Illinois and the surrounding areas. Visit www.membercard.com for the most up-to-date listing of benefits and discounts.



The Guide: At the \$40 level and above, members can subscribe to the Guide, the WTTW11 member magazine which features detailed program listings, special member benefit offers, and invitations to exclusive events.

Bi-Weekly WTTW E-Newsletter: Get special "tune-in" information and exclusive reminds about upcoming Channel 11 programs and community events delivered straight to your e-mail in-box. To sign up for E-News, please visit wtw.com.

Thank-You Gifts: If you requested a thank-you gift with your membership contribution, you can expect it to arrive six to eight weeks after we process your payment. If there is an unexpected delay, we will contact you.

Tax Deductions: Gifts to WTTW11 are tax deductible to the full extent of the law.

4 - Check the website for fee listings, updates and page 2: www.membercard.com

Suggested information to include:

- **Membership Benefits**
- **Contact Information**
- **Ways to Support**
- **Thank You Gifts**
- **Guide/Newsletter Information**
- **Tax Deductions**
- **Privacy Pledge for Mailing List**
- **Letter from GM**
- **Membership Drive Information**
- **Mailing Notices for Renewals**
- **Programming Information**

Celebrating?

Custom MemberCards with your station's anniversary logo can be easily created and used during the celebration. Simply forward your special logo with the required specifications and we'll do the rest! Then, we'll switch back to your regular logo whenever you'd like.

How it works:

MBI provides sample content templates, ready to copy and paste right in your next directory. Just email Joanna@membercard.com for a template file. Then, pick and choose the information you'd like to include (or create your own) – customized with your station's content information. Once you've approved the final copy the new content will appear with your next order. **It's that simple and best of all – it's free!**