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Your Members Are Looking for Value, And MemberCard Can Lead The Way!

Please allow your humble writer to expound on what she did this past Saturday...

- Filled up the gas tank at over $4.00 per gallon, for a total of **$64.00.**
- Did the weekly grocery shopping for a family of three and noted that milk is running about the same price per gallon as gas. Grocery bill was **$175.00.**
- Had the teenager down the street babysit on Saturday night so my husband and I could go on a long-overdue date— $9.00/hour for 4 hours = **$36.00.**
- Price of date night dinner for two at a mid-range restaurant, including a modestly priced bottle of wine and tip— **$87.00**. (Note to self, next time I get to pick the restaurant so I can choose a MemberCard participant! And I really need to start clipping more grocery coupons.)

In a span of 12 hours, I paid out about **$362.00** (numbers above were rounded), reminding me why we don't have date night more often. Talk about burning a hole in the family budget!

Prices seem to be spinning out of control these days, and all of us are looking for ways to cut costs. Your members may be reconsidering their charitable contributions, so don't give them an excuse to cut you out! Now, more than ever, it's important to market your station's MemberCard and **remind your members that not only can they recoup the cost of membership, they will also enjoy further savings with MemberCard.**

Here are some ideas:

• During on-air membership campaigns and in interstitial spots, talk about how MemberCard saves money, and how that's particularly important these days with the high price of gas. Point out how most people pay for gas, dining out, movies, shows and travel all out of the same gas and entertainment dollar. With MemberCard, members can make their budget s go further for the things they enjoy the most.

• In renewal mail this makes the perfect P.S. — "With gas prices going up, keep dining and entertainment expenses down with the WMBI MemberCard. Renew today with a gift of $XX or more to get your WMBI MemberCard with its multitude of 2-for-1 savings!"

• Wherever you can, promote TravelCard privileges. For anyone traveling by car, saving on dining and lodging can pay for higher gas prices in the first day of a trip!

• Stressing MemberCard value is also ideal for web solicitations. A well-positioned banner on your home page (linked to your donation page) that reads "High gas prices got you down? WMBI members receive 2-for-1 savings on dining and more with the WMBI MemberCard. Donate now to receive your MemberCard and let the savings begin!"

Start motivating your members today by showing how MemberCard can make a difference when it comes to saving money!

All of us at MBI are here to help you increase membership revenue with your MemberCard program. Please, don't hesitate to contact me with questions or even just to brainstorm new ways to increase support with the MemberCard. You can reach me at deirdre@membercard.com or 1-888-863-1843.

Take care!

Deirdre Gabriel

Important Note

Every year or so, MBI will ask you for an updated count of your members, sorted by town. We work hard to make sure there are always an appropriate number of benefits for your members and that the benefits are where your members live. Your updated counts help us accomplish both of these goals.