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MemberCard Benefit Updates Help Boost Member Interaction Online

A very effective way for getting members to interact more with your website, e-newsletters, and email blasts is to offer updates for the latest changes and additions to their MemberCard savings benefits. MemberCard holders are eager to learn about changes in their savings benefits – and by adding links in your website and various e-publications you'll see click-thru's increase significantly as members seek out the most up-to-date information.

Important Links:

There are two links you can use to tap into member interest in the most up-to-date benefit information:

1. **Link to your station home page at membercard.com** (http://www.membercard.com/stations/one.php?station_id=115). When members click here they'll land on your benefit search page, where they can click "Benefit Updates – Last 45 Days" to get the latest savings updates.
2. **Link to the form for members to sign up for weekly "Benefit Alert" update emails** (http://www.membercard.com/stations/newsletter-signup.php?station_id=115). When members click on this link from your website or e-publication, they go directly to a form they can use to sign up for a weekly "Benefit Alert" newsletter branded for your station's MemberCard. Each week they'll receive an email highlighting the latest changes and additions to their local MemberCard benefits. And we'd be happy to send you a list these of member email addresses!

The hyperlink descriptions can be simple and straightforward: "For your latest WXYZ MemberCard benefit updates, click here" or for the e-mail benefit alerts: "Sign-up to receive weekly WXYZ MemberCard saving benefit updates HERE."

Happy Members!

You'll be surprised by the number of clicks on these links – it's a wonderful way to get members more engaged and involved in your station and to remind them of the value they receive in return for their generous support. Members who are engaged and taking advantage of their benefits are members who renew their contributions year after year!

Travel Benefits!

Don't let your members overlook their TravelCard benefits! For only a small Shipping and Handling fee of \$6.75 your members can enjoy 2-for-1 savings on lodging, attractions, dining and more at over 11,000 locations nationwide and in Canada!