The Vismail MemberCard Appeal: How KLRN Uses Email with Video to Increase Revenue

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KLRN Public TV out of San Antonio, TX started their MemberCard program 10 years ago, and ever since they've been one of the most creative and innovative when it comes to using the MemberCard to increase station revenue.

Cynthia Shields, KLRN's Vice President for Institutional Advancement, spearheads this creativity by consistently looking for **new ways to attract members** to contribute at the KLRN MemberCard level – both upgrading donations and increasing renewal rates year after year.

This year's appeal is a technology-driven method geared towards web savvy members and viewers – who also like to save!

Cynthia and her team included the KLRN MemberCard in Vismail e-appeals (a service of DMW Direct) sent to members and viewers asking for donations via a link to the station's online contribution form.

The Vismail blast went to all the e-mail addresses in KLRN's database. The list was segmented and targeted Vismails were sent to lapsed, new prospects and upgrade prospects.

Cynthia reports she was very pleased with the response!

See what KLRN's been emailing:

Dear Cynthia,

You may think that KLRN's MemberCard isn't important. You might be surprised at just how valuable it really is.

There are more than 165 eating establishments with two for one discounts, along with attractions, on-line merchandise and outlet malls offering discounts. Members giving $60 a year or a Sustainer giving $5 per month or more can save more than their membership amount in a short period of time.

Check it out http://www.youtube.com/watch?v=nnYi8FWne30

For just $60 or more and it can be yours. Visit klrn.org or call us at (210) 270-9099 and make this Membership Drive a success.

Warm Regards,

Cynthia

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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!