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Boost Direct Mail Response with NEW MemberCard Mailing Inserts

The interest in MemberCard savings benefits continues to grow, and a great way to tap into this interest and boost mail response is to use our newly redesigned MemberCard inserts. We've updated the copy, design and added new formats. Thanks go to our friends at DMW Worldwide who helped with the new designs.

All about your station:

Our graphic design department will customize the inserts with your station's branding and your local listings. The overall effect is to focus the reader's attention on all the **value** that comes with being a member of your station. Even campaign themes like "Race to the finish" at year-end can be added to your insert by our designers.

We can also lay out MemberCard information to print on any available space in your mailings – like on the back of a reply slip or letter.

How to use MemberCard inserts:

The standard use for inserts is in renewal mail because so much of the revenue generated by the MemberCard program comes from members upgrading and renewing at the MemberCard level.

But with interest in the card growing, more and more stations are adding inserts to lapsed mailings and a few even in acquisition mailings because the offers - especially lower price point offers - are improving response rates. **Everyone is looking for new ways to save, so now is the time to make the most of your MemberCard program!**

How to get custom inserts for your direct mail:

MBI creates and updates mailing inserts at **no charge** and will send them to you in a print-ready PDF format upon request.

Mailing inserts can easily fit into your current direct mail strategies:

- We can send a PDF of the insert directly to your station for inclusion as a separate piece or to include on the back of the reply slip
- We can send a PDF of the insert directly to your mail house to put on the back of a reply slip
- Use blank space and include the mailing insert on the back of a letter

We're also happy to design a piece to fit your particular needs, including special campaigns, such as end-of-year, lapsed, renewal or additional gift offers, and any other special promotion your station might be doing around a pledge drive. Contact Joanna at joanna@membercard.com or 800-423-7645 X15 for an insert tailored to your station's campaign needs.

Sample Mailing Inserts:

Double-Sided or Half-Page:

Special Note:

When including any current MemberCard listings in print publications, please access the most current and downloadable list of benefits on your station's MemberCard page – click on the link "Download Benefits List" to save the current list in an Excel spreadsheet. Then, you can sort the benefits accordingly. For more information on receiving the most up-to-date benefit information for your marketing materials, please contact Kate Baker at 800-423-7645 ext. 25 or kate@membercard.com.

