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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.

Trust and Value

We're about to enter the most competitive season for fundraising. Holiday mailings are already flooding mailboxes and from what we're hearing, there are signs giving may be increasing this year, so optimism is in the air.

But with all the competition, it's important to be at the top of your game to get the most out of fundraising opportunities available this time of the year. Lest we forget, public media has a number of competitive advantages that other nonprofits can only dream about.

Here are three of our favorites:

First, while other nonprofits need to purchase time, space and postage just to let potential donors know about the services they provide, communicating with current and potential donors IS the service provided by public stations.

Second, due to this year's political climate and today's ever-present yearning for news and information, people will turn to sources they know and trust. When it comes to trust, Public Media is in a class by itself.

Third, *thrift is in* and the excitement surrounding consumer savings is ubiquitous. Groupon is making headlines and consumers are accessing local and online discounts more and more. So providing MemberCard savings gives public stations a big competitive advantage. Unlike donations to other local nonprofits, a contribution to your station is both philanthropic AND a prudent investment.

MBI is also looking into a Groupon model to offer to client stations, so be on the lookout. And, the new MemberCardConnect online platform is coming soon, and will increase your station's competitive advantage tenfold!

TRUST and VALUE

One way to put these competitive advantages to work over the next several months is to stress TRUST and VALUE in your fundraising communications:

Emphasize TRUST by highlighting content: trusted commentators sharing information from trusted sources, no corporate ownership bias, and a focus on program quality rather than profitability.

Emphasize VALUE by highlighting the MemberCard savings:

- The savings are 2-for-1
- Accepted at ### local restaurants (B&B's, performances, etc.)
- Valid for an entire year
- Use it just once a month and save the amount of the contribution
- The ideal way to spend less while supporting the local economy at the same time.
- Help others save by giving the MemberCard as a holiday gift

Public broadcasting has come through down periods remarkably well by focusing on these themes. Tag

lines like RADIO WORTH LISTENING TO IS RADIO WORTH PAYING FOR and PUBLIC TV IS PAY-PER-VIEW ON THE HONOR SYSTEM highlight both the value and trust. Being a Public Media fundraising professional has its advantages!