

### Quick Links

[Previous Tips](#)

[Station Tools](#)

[Program Info](#)

[Benefit Suggestions](#)

[Travel Cards](#)

[Customer Service](#)

[Contact Us](#)

## Using Your MemberCard to Boost Underwriting Efforts



In the current economy, exploring new ways to develop relationships between members and local businesses is an excellent way to increase revenue. And one such opportunity is to consider how your MemberCard program can create value for current and potential underwriters.

One way to link underwriters to your MemberCard program is to provide an opportunity for underwriters to be listed in your printed benefits directory and online benefits listings. In an effort to upgrade and retain underwriting clients, this type of exchange would allow the underwriters more value for their commitment and more exposure to audiences.

Our staff is also available to assist your underwriting staff to work with any current or prospective underwriter interested in offering a savings opportunity to members via your MemberCard program. Local businesses serving upscale customers may find the opportunity to reach the high-end members giving at the MemberCard level and higher very appealing – especially when packaged with on-air acknowledgments.

### Your input is important!

These are just a few of the ideas we're discussing with some of the stations we work with. And since the best ideas come from clients like you, we want to extend an invitation to discuss these ideas in addition to your own creative ideas and ways we can work together to create value for your station.

### Travel Benefits!

Don't let your members overlook their TravelCard benefits! Your members can enjoy 2-for-1 savings on lodging, attractions, dining and more at over 11,000 locations nationwide and in Canada!