Member Card Options

Purpose of Having a Membership Card:
- *Identify* your members to you – include member name, number, level, expiration date
- *Inform* members of important information – address, phone, web, hours of operation, benefits, programs
- *Enlighten* you – if you have a barcode or can identify members as they use your museum, you can use this information for target mailings. For instance, if a member mostly goes to children's events you may market the next children's class or exhibit in a direct mail campaign

Things to Consider:
- Who is your member?
- Size of your membership program?
- Budget?
- Size of your staff? Do you have access to volunteers?
- Importance of durability?
- How often is it used?
- Use of color and logo?
- Do you have the ability to scan a barcode?
- Type of printer that you use?

Characteristics of Members:
What do you know about your members that might influence or help your decisions?
- Art sensitive, appreciate the color and design
- Educated
- Age group (easy to handle v. durable, amount of information you would print due to readability)
- How man cards are required?
  - Mostly single?
  - Couples or families, you would want to issue two cards
- Will you handle corporate or co-op/short tern members the same way as other members
- Is there synergy with other groups like philharmonic, health club, tennis club, etc.?

What else can be sent in a member packet?
- Receipt for donation/thank you
- List of benefits
- Guest passes (be sure someone on the pass there is a place to obtain the guests information)
- Information on upcoming exhibits and events
- Referral cards
- Coupon to the museum store
- Brochures
- Gift, something that can be mailed in a standard envelope and not increase the postage cost

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Card Options – what would best fit your purpose and needs of the card
1. Integrated card
   a. This card is designed to combine more than one application into a single sheet of paper. This card and the addressing vehicle are made at once.
- Lest expensive (for small quantities)
- Least durable
- Can go through a laser printer
- Combined with another piece of literature (eliminates costs and allows you to get more information to the recipient)
- Good for short term use
- Good if you send multiple cards per year
- It may be the best option for short term or temporary use

2. Tipped On/Laminate
   a. Attaching the card to another piece of material by creating the card and the carrier separately and then attaching them together to make one piece
- Compatible with most laser printers
- Barcode compatible
- High color available
- Higher perception of value, makes the recipient feel as though there getting something
- Can combine with another piece of literature
- For medium size membership ranges it becomes the most cost efficient (typically)

3. Plastic
- Compatible with straight range printers
- Highest perception of value
- Usually the most expensive
- Most durable
- Waterproof
- Barcode compatible
- Harder to process

Carrier Style (your addressing vehicle, how will the card get presented to the recipient)

3-up (3 cards on a page)
- Best for variable number of cards
- Effective for several cards being sent to a single address (for something like a corporate membership)

2-up (2 cards on a page)
- Best for two-card membership programs
- Allows you to use the middle portion for other purposes (such as a letter, coupon, information on the museum or upcoming programs, etc.) – **COST SAVINGS**

1-up (1 card on a page)