



KCRW 2016 Fall Membership Drive Frequently Asked Questions

What is a Monthly Member?

Monthly Members authorize KCRW to have \$5, \$10, \$20, \$32, \$45, \$100, \$175, \$210 or \$250 a month applied to their credit card every 30 days. All Monthly Members receive the Fringe Benefits Card, eligibility for on-air and online giveaways and year-round eligibility to be entered into all KCRW sweepstakes. Most importantly, Monthly Memberships auto-renew every year. At that time, a member will be sent an email notification so they may request a new thank you gift. Monthly Members at \$10 a month or more receive the choice of ONE thank you gift available at the \$10 monthly level; and at \$32 a month or more may select ONE thank you gift available at the \$32 monthly level OR the KCRW AdvoKit (a KCRW gift bundle; containing a Fall 2016 T-shirt, KCRW logoed cap, and Fall 2016 Music Flash Drive). A Monthly Member is allowed to upgrade their level of membership – just sign them up to the level of membership they'd like to upgrade to.

Why should I become a Monthly Member?

Being a Monthly Member is convenient as members never have to worry about their membership expiring. All Monthly Memberships are set to AUTO-RENEW every year. Also, a Monthly Membership saves KCRW money since we don't have to put resources towards renewing members. That means more money can be spent on programming. It's the strongest source of member support for KCRW – a source KCRW can rely on.

If I make my Monthly Member payments by credit or debit card, when will the payments be taken out?

You will be charged each month within 5-7 days of your original donation.

How do I cancel a Monthly Membership?

A KCRW Monthly Member may cancel their subscription after a minimum of six monthly installments by contacting the KCRW Membership Department.

I'd like to select one of your available gift certificates as my thank you gift. Can I do that as a Monthly Member?

A Monthly Member is allowed to select a gift certificate for their membership. PledgeTaker will automatically tally the monthly amount for a selected thank you gift.

Can I donate if it is not time for me to renew?

Yes! A one-time donation made more than 3-months before a membership expires is considered an Additional Gift and does not extend that persons membership. This means if their membership expires in December, donating to KCRW in August WILL NOT renew their membership. They will keep their membership month of December. If their membership expires in November, donating to KCRW in August WILL renew their membership and they will keep their November expiration date. Additional gifts should be made as one-time donations ONLY, unless the member wishes to upgrade their monthly commitment to a higher level.

When will I get my thank you gift?

It will take 4-6 weeks to receive your thank you gift.

What is the KCRW Fringe Benefits Card?

Fringe Benefits is KCRW's member discount program. Use your Fringe Benefits card for great discounts at more than 1,100 Southern California restaurants, retailers and cultural venues. A full listing of the Fringe Benefits providers is located at KCRW.com/benefits. Members can also download the Fringe Benefits smartphone app available on iOS and Android.

How do I get a KCRW Fringe Benefits card?

A Fringe Benefits card is available to any member who donates as a \$5 Monthly Member or above; or \$60 or more. A completely searchable database and map of all participating businesses and restrictions is available at: www.kcrw.com/benefits.

May I opt-out of communications from KCRW?

Members can opt-out of standard mail and email solicitations. This can be done during the donation process or by contacting KCRW's membership department.

Can I pay for my membership with a check?

A member can send in a check and still receive a thank you gift but it will not be mailed until after their check is processed. They are also not entered into any sweepstakes until their check is processed or they enter the sweepstakes through another method (see the sweepstakes rules on KCRW's "join" page). The member will be entered into the daily sweepstake that occurs on the same day their check is processed. Vacations are the only exception to this rule – because of the high dollar value, vacations must be paid for with a credit card.

I'd like to donate as an Advocate – may I select one of your gift certificates for the restaurants, spas, etc.?

Yes, a gift certificate may be selected as long as it is less than the value of the Advocate membership (i.e., it must be available for a donation of \$384 or less).

What is the minimum donation I can make to become a member?

Any donation makes you a member! Members are eligible for ticket giveaways and KCRW sweepstakes - but a minimum of a \$5 Monthly Member or a \$60 donation is needed to receive the Fringe Benefits card and be eligible for station merchandise.

How do I leave a comment on the KCRW Listener Line?

At the end of each pledge, you will be prompted to read a script to the caller that asks if they'd like to be transferred to the KCRW Listener Line. Please be sure to read this to the caller, it is valuable input for the station and we often use the comments on the air. Also, if a member calls and wants to leave a comment without a donation, you can transfer them directly to extension 8444.

What just played on the air?

When listeners call to ask what artist is being played on the air during a music program, simply refer them to the online playlist at kcrw.com/playlist. Easy!