



## GIFT CERTIFICATE RULES FOR MONTHLY MEMBERS

Although PledgeTaker will watch your work and charge a member correctly, here are the guidelines for what a Monthly Member is eligible for with regard to gift certificates.

- Monthly Members are allowed to take ONE gift certificate for their annual premium and pay for it using monthly installments.
- Only ONE gift certificate per Monthly Member.
- Tickets and vacations are included.

### Eligibility

- \$10 Monthly Members are eligible for gift certificates valued up to \$120.
- \$20 Monthly Members are eligible for gift certificates valued up to \$240.
- \$32 Monthly Members (Advocate level) are eligible for gift certificates valued up to \$384.
- \$45 Monthly Members (Advocate level) are eligible for gift certificates valued up to \$540.
- \$100 Monthly Members (Advocate Plus level) are eligible for gift certificates valued up to \$1,200
- \$175 Monthly Members (Advocate Plus level) are eligible for gift certificates valued up to \$2,100

### Gift Certificates vs. KCRW Thank You Gifts (i.e., a t-shirt, mug, etc.):

If a \$20 Monthly Member is taking a gift certificate, then that is their thank you gift for the year. They may not choose additional station thank you gifts unless they pay an additional fee for them. Add-on KCRW station merchandise will have specially-reduced pricing.

### When a Monthly Member “Renews” Their Membership

One of the benefits of being a Monthly Member is that you **never have to renew** your membership. However, some Monthly Members will call during the drive and “renew” their membership and request one of the gift certificate thank you gifts. While not ideal, we **do** allow this. It’s always a great opportunity to ask a member if they’d like to upgrade their monthly donation and increase their support.