



Natural history museum creates visitor cards for donor members with Relyco's EZ-Card

The Wild Center is a place-based natural history museum located in the heart of the Adirondack Park in northern New York. The Mission of The Wild Center is “to ignite an enduring passion for the Adirondacks where people and nature can thrive together and set an example for the world.”

The Museum is science-based, and its experiences, exhibits and programs are designed to open new ways to look into the latest discoveries made by natural scientists. The Museum’s indoor space is filled with a variety of learning experiences and opportunities, from live otters, amphibians and fish to interactive exhibits, films, naturalist programs and videos highlighting important research in the Adirondack Park. Outside there are naturalist-led tours, hikes, and interpretive exhibits that change by the season.

The Wild Center has a variety of membership levels and provides the traditional member card to each new and renewing member. The museum also offers membership-type benefits to its generous donors, but those admission opportunities and other benefits are not always easy to convey. One outcome of a membership program assessment process in 2012, was the decision to find a peel-off card that would provide a nice format for communicating appreciation to that group of donors. As a result, they looked to Relyco and its EZ-Card to source a donor card for this application.

“We wanted a donor card option for those good friends of The Wild Center who do not participate in the regular membership program, and this product serves that purpose very well. The Relyco EZ-Card provides an attractive way to invite our generous donors to visit the museum, and the peel-off card really helps us make that point,” said Tim Holmes, Membership and Appeals Officer for The Wild Center.

At A Glance:

Customer
The Wild Center

Industry
Nonprofit

Relyco Products
ID & Membership Cards

Website
www.wildcenter.org

“The Relyco EZ-Card provides an attractive way to invite donors to visit the museum anytime over the next year and the peel-off card helps reinforce that point.”

Tim Holmes
Membership and Appeals Officer
The Wild Center

The Wild Center purchased the Relyco EZ-Cards for this application because the company was easy to work with and the ID card product enabled them to fully customize the cards and letter exactly how they wanted them. Integrated Marketing Services, a printer in Liverpool, NY, handles the printing of the cards.

Holmes ultimately chose the Relyco EZ-Card because of the quality of the product and Relyco’s great customer service. “Your staff was very helpful in suggesting the best solutions for our problem, in sending out samples, and answering our questions. We knew we found the right product from Relyco,” stated Holmes.



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