

eMembership Card

Frequently Asked Questions (FAQ's)

What are eMembership Cards?

eMembership Cards are downloaded onto your smartphone for convenient access. They are a convenient alternative to traditional plastic cards, getting you the access you want seamlessly.

When will I receive my eMembership Card?

Once you have purchased your membership in-person, online, or through the mail, you will receive an email with instructions on how to download and access your card. If purchasing in-person or online, please allow up to 3 business days for memberships to be fully processed. If purchasing by mail, please allow up to 7 business days for memberships to be fully processed.

How do I access my eMembership Card?

- Scan the QR code to download the eMembership app to your smartphone
- Open the app and using the top right search icon, search for Binder Park Zoo
- Click on the Binder Park Zoo banner
- Click on 'Find My Membership Card'
- When prompted, enter your Membership ID/Phone # and Last Name
- Click 'Download my card' to save your card in the app



Can I add my eMembership Card to my Apple/Android wallet?

Yes! Adding the eMembership Card to your smartphone wallet is easy! Follow these simple steps:

Android Users:

1. Open the eMembership app
2. Click on 'Show My Membership Card'
3. Go to Google Play Store and download Wallet Passes app
4. Once the app is installed, return to your membership card in the eMembership app
5. Click 'download' on your membership card. Your eMembership Card will automatically save to your Wallet Passes app
6. You can now access your eMembership Card anytime from the Wallet Passes app

iPhone Users:

1. Open the eMembership app
2. Click 'show my membership card'
3. Click 'download' on the membership card. Your eMembership Card will automatically save to your iPhone's Apple Wallet
4. You can now access your eMembership Card anytime from Apple Wallet

Do I still have to show a valid photo ID with my eMembership Card?

Yes, we rely greatly on membership and admission revenue to fulfill our mission, and therefore we must prevent the misuse of memberships.

Will I still receive all the same benefits?

Yes, your benefits have not changed, and you can see your benefits under the Member Benefits tab in the app.

How do I redeem member coupons/discounts with the eMembership Card?

It's easy! You can find current coupons/discounts under the Coupon tab in the app. To redeem, simply present your eMembership Card, our team will scan your eMembership Card and mark your coupon as redeemed.

How do I receive reciprocal benefits?

- To find a reciprocal zoo or aquarium, click on the 'Reciprocals' tab under the top right navigation.
- To receive discounts at participating reciprocal zoos and aquariums, simply show your eMembership Card and a valid photo ID for each person named on the card.

I cannot or prefer not to use an eMembership Card. What should I do?

Don't worry. You can continue to use your current membership card (and valid photo ID for each person named on the card) at the admissions gate and throughout the zoo to redeem your member benefits. If you forget your plastic membership card, you can use a valid photo ID at admission and throughout the zoo.

Why should I allow push notifications from the app?

We encourage you to allow push notifications on the eMembership app. This will allow the zoo to send targeted reminders when your membership is about to expire, and so you can be the first to know about major announcements.

How and when will I get notifications about membership renewals?

Membership Renewal notifications will be sent in advance of your membership expiration date. You will need to enable push notifications in order to receive membership expiration notifications.

Will my eMembership Card update when I renew each year or if I change my information?

Yes, your card will automatically update each year when you renew, or if you update your information.

The information on my eMembership Card is incorrect (I.E. name spelling, membership level, etc.).

Please contact our Membership Department at 269-979-1351.

How do I receive my membership number?

Your membership number is located on your Membership Welcome letter. If you are unable to locate your Membership number, please contact our Membership Department at 269.979.1351.

I have a question about my membership benefits.

Please contact our Membership Department at 269-979-1351.