

Hoopla Instant Go-Live

Suggested Patron Messaging

Message #1: *The Announcement*

When to use: before launch

Subject Line: A new digital service for patrons!

Body Copy:

We're excited to announce a great new digital service for our patrons!

What's Hoopla Digital?

Enjoy audiobooks, eBooks, comics and manga, music, movies, TV, and more—all with no waiting! Sign up for Hoopla with your **LIBRARY NAME** card at HooplaDigital.com or download the Hoopla app from your device's app store.

With Hoopla's Instant collection, every title you see is available instantly. Just click or tap to borrow and start enjoying immediately. It works on smart devices or in your computer's browser, so you can start on one device and pick up where you left off on another. You can stream titles or even download them for offline use if you're going to be away from Wi-Fi.

Hoopla will be available starting **DATE**, and we can't wait to introduce you. If you have questions in the meantime, please contact us at **CONTACT METHOD**.

Message #2: *Welcome to Hoopla!*

When to use: at launch

Subject Line: Read, listen, and watch with Hoopla Digital!

Body Copy:

Starting today, you have a new way to borrow from **LIBRARY NAME**.

Hoopla Digital offers audiobooks, eBooks, comics and manga, music, movies, TV, and more with BingePass, all available 24/7 with no holds and no waiting. To get started, simply visit HooplaDigital.com or download the Hoopla app from your device's app store, and sign up with your **LIBRARY NAME** card.

With over 1.5 million titles available instantly and more being added each week, Hoopla truly has something for everyone. Start exploring! You can borrow up to **NUMBER** titles each month; borrows reset on the first of each month.

We're so excited to share Hoopla and all the great content it offers. If you have questions, please contact us at **CONTACT METHOD**.

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Suggested Patron Messaging

Message #3: *Have You Tried Hoopla?*

When to use: post launch

Subject Line: Have you checked out Hoopla?

Body Copy:

Have you heard the news? You now have access to over 1.5 million media titles via Hoopla Digital!

LIBRARY NAME is excited to offer Hoopla, which lets you borrow and instantly stream audiobooks, eBooks, comics and manga, music, movies, TV, and more, all with no holds or waiting. Just visit HooplaDigital.com or download the Hoopla app from your device's app store, and sign up with your library card.

Hoopla works on smart devices or on your computer's browser, so you can start on one device and pick up where you left off on another. You can stream titles or even download them for offline use. And with over 1.5 million titles available instantly and more being added each week, Hoopla truly has something for everyone.

You can borrow up to **NUMBER** titles each month. So what are you waiting for? Check Hoopla out today. If you have questions, please contact us at **CONTACT METHOD**.