

Hoopla Flex Go-Live

Suggested Patron Messaging

Message #1: *The Announcement*

When to use: Four weeks before the launch

Subject Line: News about our digital collections!

Body Copy:

We're excited to share that we are expanding our digital collections on Hoopla Digital! As part of this expansion, we will be discontinuing the **SERVICE NAME** service, as well as moving our eBooks and audiobooks from **SERVICE NAME** to Hoopla by **DATE**.

What's Hoopla Digital?

Enjoy audiobooks, eBooks, comics and manga, music, movies, TV, and more with BingePass, available to stream or download all in one place. Sign up for Hoopla with your **LIBRARY NAME** card at HooplaDigital.com or download the Hoopla app from your app store.

Hoopla delivers titles in two ways: Instant and Flex. Hoopla Flex—signified on each title by revolving arrows—brings the latest eBooks and audiobooks to your computer or smart devices, including *New York Times* bestsellers and hot authors like **EXAMPLE AUTHOR** and **EXAMPLE AUTHOR**. Borrow or place a hold with just a click. Hoopla Instant titles—identified on each title by a lightning bolt—are always available, delivering content with no wait.

Key Dates

The last day to place a hold on titles from **SERVICE NAME** is **DATE**, and the last day to borrow one of these titles will be **DATE**. After that, check out Hoopla for all your favourites.

If you have any questions, please contact us at **CONTACT METHOD**.

Message #2: *Last Day to Borrow*

When to use: Two weeks before the launch

Subject Line: Expanding our Hoopla Digital catalogue

Body Copy:

As you may have heard, we're excited to expand our digital collections on Hoopla Digital! As part of this expansion, we will be discontinuing the **SERVICE NAME** service and moving our digital catalogue to Hoopla on **DATE**.

The last day to borrow from **SERVICE NAME will be **DATE**.**

This new experience will deliver many benefits for our patrons, such as providing a single place to borrow all your favourite formats and a wider variety of content to choose from.

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New to Hoopla? Get started today!

Enjoy audiobooks, eBooks, comics and manga, music, movies, TV, and more with BingePass, available to stream or download all in one place. Sign up with your **LIBRARY NAME** card at HooplaDigital.com or download the Hoopla app from your favourite app store.

Hoopla delivers titles in two ways: Instant and Flex. Hoopla Flex—signified on each title by revolving arrows—brings the latest eBooks and audiobooks to your computer or smart devices, including *New York Times* bestsellers and hot authors like **EXAMPLE AUTHOR** and **EXAMPLE AUTHOR**. Borrow or place a hold with just a click. Hoopla Instant titles—identified on each title by a lightning bolt—are always available, delivering content with no wait.

Message #3: Welcome to Hoopla Flex Borrows!

When to use: At launch

Subject Line: Our digital collection just got better!

Body Copy:

Starting today, you have even more to love about your **LIBRARY NAME** digital collection on Hoopla Digital.

There are two ways to borrow content on Hoopla: Hoopla Instant and Hoopla Flex.

New Hoopla Flex Borrows!

Hoopla Flex brings you the latest and greatest eBooks and audiobooks. With Hoopla Flex—signified on each title by revolving arrows—you can borrow titles marked “Available” or place a hold with just a click for a title marked “Wait List.” Hoopla will notify you when it becomes available. You now have **NUMBER** Hoopla Flex borrows to use at any given time. If you ever run out of Hoopla Flex borrows, simply return one Flex title and select a new one.

Hoopla Instant Still Always Available

Hoopla Instant offers audiobooks, eBooks, comics and manga, music, movies, TV, and more with BingePass—all in the same app. Hoopla Instant titles—identified on each title by a lightning bolt—are always available to immediately stream or download with no wait. You can use **NUMBER** Hoopla Instant borrows each month.

Have other questions about how this expanded version of Hoopla works? [Click here for more information and frequently asked questions.](#)

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How to Access Hoopla

Get all your digital content in one place through your smart device or computer. Sign up with your **LIBRARY NAME** card at HooplaDigital.com or download the Hoopla app from your favourite app store.

Message #4: *Have You Tried Out Hoopla Flex?*

When to use: Post launch

Subject Line: Have you checked out Hoopla Flex?

Body Copy:

We've expanded our catalogue on Hoopla Digital to include Hoopla Flex. You now have access to **NUMBER** Hoopla Flex borrows to use on the latest and greatest eBooks and audiobooks. Each Hoopla Flex title you borrow is available for 21 days, and if you run out of Flex borrows, just return one Flex item to borrow another. Don't forget to check your holds on Hoopla as filled requests expire after 48 hours.

And you still have **NUMBER** Hoopla Instant borrows, giving you access to audiobooks, eBooks, comics and manga, music, movies, TV, and more with BingePass—with no waiting.

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