**uLibrary Launch Suggested Messaging To Patrons**

**Message #1 – *The Big Announcement***

**When to use: Before the launch**

**Subject line:** We’ve added a new digital service!

**Body copy:**We’re excited to announce we will soon be launching a new digital resource, uLibrary.

**What’s uLibrary?**

uLibrary allows you to enjoy **audiobooks and ebooks (delete where applicable)** with no delay. All you’ll need is your library card number and pin to access our collection, either on the uLibrary app or via your browser at **library.ulverscroftulibrary.com**.

uLibrary offers a huge collection of titles with no waiting lists so you can stream titles as well as download them for offline use for when you’re going to be away from Wi-Fi.

uLibrary will be available from **Date**, and we can’t wait for you to see it. If you have any questions, please don’t hesitate to contact **Contact Info**.

**Message #2 – Welcome to uLibrary**

**When to use: At launch**

**Subject line:** Start borrowing today with uLibrary!

**Body copy:**

Starting today, we’re pleased to announce that as a member of **Library Name** you can begin borrowing from uLibrary.

uLibrary allows you to enjoy **audiobooks and ebooks (delete where applicable)** with no delay. All you’ll need is your library card number and pin to access our collection, either on the uLibrary app or via your browser at **library.ulverscroftulibrary.com**.

uLibrary offers a huge collection of titles with no waiting lists so you can stream titles as well as download them for offline use for when you’re going to be away from Wi-Fi.

You can borrow up to **Number** titles at a time, but don’t forget to check out this month’s Book club pick – this doesn’t affect your number of available loans!

We’re so excited for you to start enjoying the great books available on uLibrary. If you have any questions, please don’t hesitate to contact **Contact Info**.

**Message #3 – Have you tried uLibrary?**

**When to use: Post launch**

**Subject line:** Have you tried uLibrary?

**Body copy:**

Have you tried our latest digital resource, uLibrary, yet?

uLibrary allows you to enjoy **audiobooks and ebooks (delete where applicable)** with no delay. All you’ll need is your library card number and pin to access our collection, either on the uLibrary app or via your browser at **library.ulverscroftulibrary.com**.

uLibrary offers a huge collection of titles with no waiting lists so you can stream titles as well as download them for offline use for when you’re going to be away from Wi-Fi.

You can borrow up to **Number** titles at a time, but don’t forget to check out this month’s Book club pick – this doesn’t affect your number of available loans! Alongside this month’s book club pick, we’d recommend borrowing **Title 1**, **Title 2** and **Title 3**.

If you have any questions, please don’t hesitate to contact **Contact Info**.