



# Patron Point

*PATRON POINT*

# TIPS AND TRICKS

# Advertising



## Flyers & Promo



### What Is PP Flyer

A flyer explaining the purpose of Patron Point, as well as a thumbnail sketch of its functions.



### What Does PP Offer Flyer

A flyer containing a more in-depth information regarding the functions of Patron Point.



### Email Outcomes Flyer

A flyer explaining the three possible email outcomes of an application.



### Social Media Graphics

A zipped folder containing premade social media graphics announcing Patron Point and explaining its features.



### Promotional Flyers

Premade flyers that can be printed and displayed in the library to announce Patron Point.



### Promotional Bookmark

A simple bookmark that can be printed and distributed to announce Patron Point.

When thinking about how you are going to market and advertise Patron Point, take a moment to consider what your patrons are likely to ask about it.

What is Patron Point?

*Short answer: it is a digital application and automated content service that Lakeland is using to reach more patrons.*

What Does It Do?

*Short answer: it allows libraries to automatically issue digital cards through an online verification process. It also automates emails to welcome the patron and sends reminders for card renewals.*

What is its Purpose?

*Short answer: we are trying to meet patrons where they are - some people are unable to make it into the library to apply for a card.*

# Graphics



Lakeland has created flyers, social media graphics, and bookmarks that you may use as you see fit. There are different versions of each graphic provided at [llocoop.org/patron-point](http://llocoop.org/patron-point). Feel free to take what you need or use the information on the graphics to make your own customized graphic.



We highly encourage the use of graphics to catch the eye - however, be mindful to include the same text in the caption or the alt-text field so vision-impaired patrons who utilize screen reading technology can also receive the information provided in the graphic.

# FREQUENTLY ASKED QUESTIONS



## HOW LONG DOES IT TAKE?

It can take between a few minutes and a few hours, depending on the verification process.



## DO WE GET AN EMAIL?

The library will not receive an email, only the patron. Libraries will receive a monthly report of PP registrants.



## HOW DO WE TELL A PP PATRON?

There is a PMESSAGE assigned to each patron that will notify you that the patron used PP to register.



## HOW DO RENEWAL EMAILS WORK?

Currently the renewal reminders are simply emails encouraging patrons to visit the library to renew their cards.



## HOW DO I REPORT MISTAKES?

Please email tech-help or Amber directly. Be sure to be as detailed as possible in your message.



## CAN WE OPT OUT OF EMAILS?

Yes! If your library would like to opt out of welcome or renewal emails, please let Amber know.



## CAN WE SUGGEST EMAIL CHANGES?

Yes. Emails can be customized by library, so just let Amber know what changes you would like.



## CAN WE REQUEST OTHER REPORTS?

Yes, if you would like a report pulled with certain parameters or categories, get in contact with Amber.



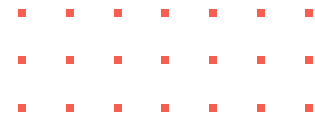
## WHAT ELSE IS COMING?

Yes! After getting the kinks ironed out with registration, more features will be forthcoming.

# Troubleshooting an Oops Email

There are many reasons why an application may fail, so let's go over the most common.

The first, and most common, reason for a rejected application is that their **address falls outside of the library's service area**. A second reason a patron may receive an Oops Email is because **they mistyped their information**. Patron Point does not create a patron record for failed applications, so you will not be able to check their application. Another reason for an Oops email is that the **patron's information was incomplete or did not meet the standards for submission**. The form will typically prevent the patron from submitting an incomplete form, but some may slip through. Sometimes **technology just fails us**, unfortunately, and there is no identifiable reason for the rejection.



**Sorry, something went wrong with your application.**

Let's fix this!

## Why Did This Happen?

Your application could get rejected for many reasons - information entered didn't quite match up to records, your address couldn't be verified within the library's service area, or something just went wrong.



## What Do I Do Now?

Don't worry, a card may still be available to you. To figure out what went wrong, you can either reach out to Lakeland or contact the library you applied at for further assistance.

# Troubleshooting an Oops Email

The first step in troubleshooting is to rule out the obvious problems.

- To check whether a patron lives in your library's service area, search their address on the Lakeland map to see where their address falls:  
[https://www.google.com/maps/d/viewer?mid=1XyB2i-whxTjPF\\_Vu6zJJEh\\_osyaSbyc&ll=43.093186848537805%2C-85.8740759523537&z=8](https://www.google.com/maps/d/viewer?mid=1XyB2i-whxTjPF_Vu6zJJEh_osyaSbyc&ll=43.093186848537805%2C-85.8740759523537&z=8)
- If the patron falls within your library's boundaries and were rejected, issue them a card and notify Amber that they were incorrectly rejected - note rejected address in your message please!
- If the patron falls outside of your library's service area, direct them to the correct library.

