



# EMAIL TEMPLATES

**Promotional Copy to Help You  
Promote the Service to Your Patrons**

**Questions? Comments?**

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2020\_LIB\_HWAL\_Email\_Templates

## Promotional Topics Included in This Packet:

- Email Reminder to Library Staff
- Letter or Email to Schools
- Where to Find More Promo Materials

## REMINDER EMAIL TO LIBRARY STAFF

### Online Tutoring and Career Help from Homework Alabama and Career Alabama

Dear Colleagues,

As we begin a new school year [OR INSERT APPROPRIATE SEASON/REASON FOR REMINDER], I wanted to remind you of one of our popular services for students and job seekers: Homework Alabama and Career Alabama! This program offers online academic tutoring and test prep to students at all levels, from K-12 to college and adult, as well as job search assistance.

All sessions are conducted online by highly vetted expert tutors. Patrons can work with an online tutor **10:00 a.m. — 11:00 p.m., daily** by simply going to [HomeworkAlabama.org](http://HomeworkAlabama.org) or [CareerAlabama.org](http://CareerAlabama.org). Additional 24/7 features are available including practice quizzes, Drop-Off Writing Review, SAT/®ACT® Essentials from The Princeton Review®, graduate school practice tests (GRE®, GMAT®, LSAT®, MCAT®), and our SkillsCenter™ Resource Library.

**Patrons can connect to [HomeworkAlabama.org](http://HomeworkAlabama.org) & [CareerAlabama.org](http://CareerAlabama.org) from any Internet-connected device using their library card number.**

Homework Alabama and Career Alabama help us provide more in-depth homework help and career assistance to students and adults. Please remember to actively promote these services to our patrons so they are aware of the valuable ways our library supports them in their day-to-day lives.

If you would like to learn more, please attend an online training session. To see dates and times for trainings or view and download recorded sessions, visit [tutor.com/clientcarelib/al](http://tutor.com/clientcarelib/al).

*Homework Alabama is made possible by the State Library of Alabama (APLS) through local public libraries, with funding from the Institute of Museum and Library Services (through their Library Services and Technology Act grant program) as well as through state funds requested by Governor Riley and appropriated by the State Legislature specifically for this program. There is no cost to patrons to use the service.*

## LETTER OR EMAIL TO SCHOOLS

### For administrators, teachers, counselors or school librarians

The Alabama Public Library Service (APLS) would like to remind you of the invaluable free academic resources we offer to your students to extend the learning day, improve grades and test scores, and help students be more prepared for class: **Homework Alabama!** This service has been offered through our public libraries since 2004 and is a trusted provider of online homework help and test prep for all students in Alabama. **Can you help us spread the word?**

Homework Alabama provides real-time, online tutoring to students from K-12 through intro-level college. Students can access the service from any Internet-connected device by using their library card to log in at [HomeworkAlabama.org](http://HomeworkAlabama.org). Tutors are online and ready to help with homework problems, writing assignments, concept reviews, test preparation, and skill building **10:00 a.m. — 11:00 p.m., daily.**

Homework Alabama helps you help your students by:

#### 1. Providing Personalized, On-Demand Student Support

Every Homework Alabama session is one-to-one between tutor and student. There is no appointment needed and they can access the service from home. Your students get help with their own specific questions or assignments right when they need it.

#### 2. Extending the Learning Day

When the bell rings at the end of the day, learning doesn't have to stop. Our tutors are available to help your students when they need homework support after school and on weekends. Tutors are available **10:00 a.m. — 11:00 p.m., daily.**

#### 3. Engaging the Student One-to-One

Homework Alabama is committed to student learning. Their highly vetted expert tutors never provide homework answers to your students, but instead guide them to find the answers on their own.

#### 4. Building Confident Learners

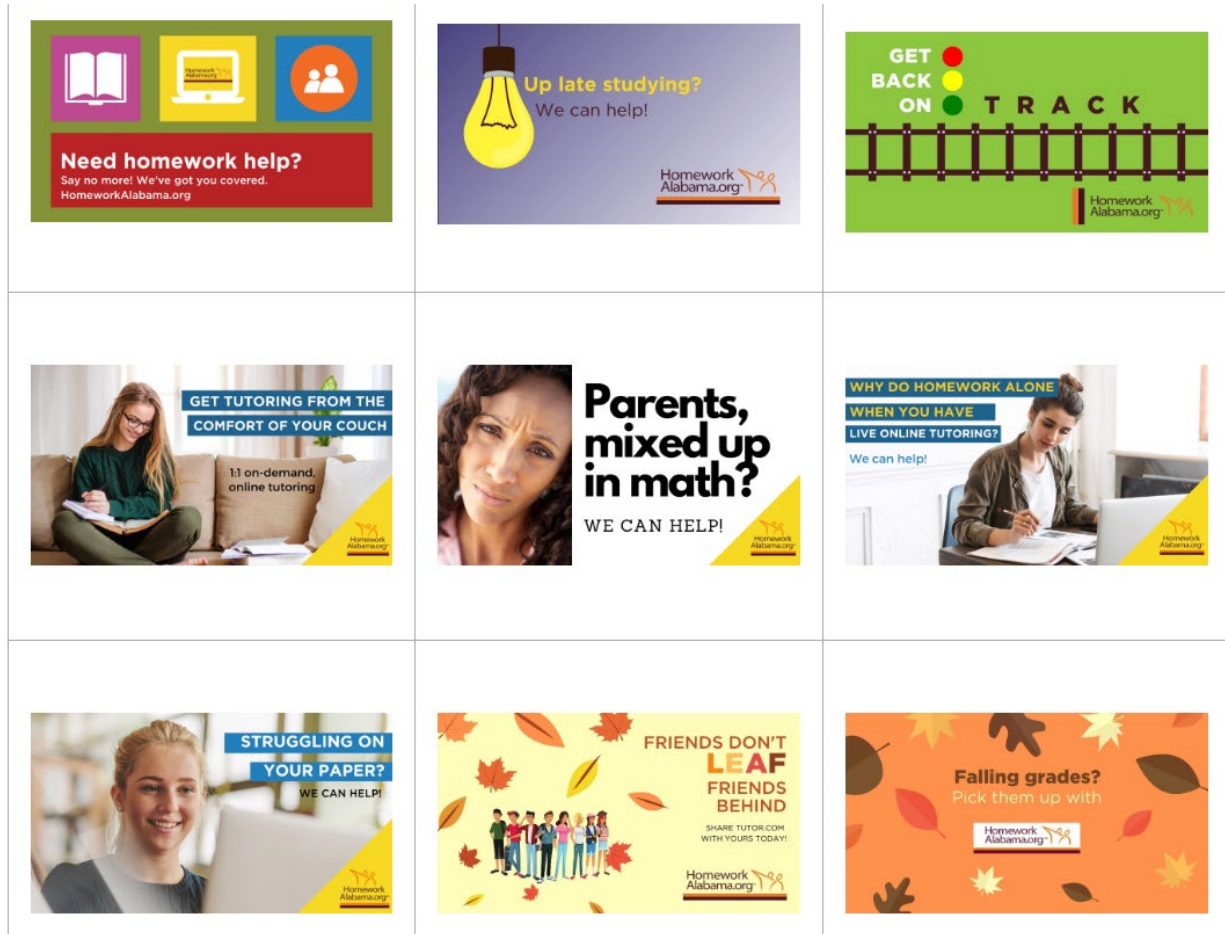
Students also report that Homework Alabama helps them feel more confident in their schoolwork.

Be sure to share this [short promotional video](#) with your students. To download other materials to share with students, please visit our Resource Center at [tutor.com/clientcarelib/al](http://tutor.com/clientcarelib/al).

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## Looking for More Promotional Materials?

Be sure to check out your [Homework Alabama Client Resource Center](https://tutor.com/clientcarelib/al) at [tutor.com/clientcarelib/al](https://tutor.com/clientcarelib/al) for more resources to help build awareness of the program, including digital marketing pieces for use in emails, newsletters, on websites, social media, and more!



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