



EMAIL TEMPLATES

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

Questions? Comments?

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2020_LIB_HWLA_Email_Templates

Promotional Materials 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 HomeworkLouisiana

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: HomeworkLouisiana! 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 **7 days a week, 2:00 p.m. to midnight** by simply going to HomeworkLA.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 HomeworkLouisiana by going to www.HomeworkLA.org from any Internet-connected device using their library card number.

HomeworkLouisiana helps us provide more in-depth homework help and career assistance to students and adults. Please remember to actively promote this service to our patrons so they are aware of the valuable ways that our library supports them in their day-to-day lives.

If you would like to learn more about HomeworkLouisiana, please attend an online training session. To see dates and times for trainings or view and download recorded sessions, visit www.tutor.com/clientcarelib/la.

HomeworkLouisiana is provided by the State Library of Louisiana and powered by Tutor.com. There is no cost to patrons to use the service.

LETTER OR EMAIL TO SCHOOLS

For administrators, teachers, counselors or school librarians

The State Library of Louisiana would like to remind you of the invaluable free academic resources we offer to your students to extend the learning day, improve test scores, and help your students be more prepared for class: **HomeworkLouisiana!** This service has been offered through our public libraries since 2010 and is a trusted provider of online homework help and test prep for all students in Louisiana. **Can you help us spread the word?**

HomeworkLouisiana 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 HomeworkLA.org. Tutors are online and ready to help with homework problems, writing assignments, concept reviews, test preparation, and skill building **7 days a week, 2:00 p.m. to midnight.**

HomeworkLouisiana helps you help your students by:

1. Providing Personalized, On-Demand Student Support

Every HomeworkLouisiana 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 **7 days a week, 2:00 p.m. to midnight.**

3. Engaging the Student One-to-One

HomeworkLouisiana 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 HomeworkLouisiana 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/la.

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Looking for More Promotional Materials?

Be sure to check out your [HomeworkLouisiana Client Resource Center](https://tutor.com/clientcarelib/la) at tutor.com/clientcarelib/la 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!

