

19 April 2019

TO: RAILS Board Advocacy Committee

FROM: Deirdre Brennan

SUBJECT: Explore More Illinois Talking Points

At the March 22 meeting of the Advocacy Committee, there was a discussion of possible ways that RAILS Board members could help promote different RAILS programs and services. The committee decided that it would be most effective for board members to have guidelines for promoting one RAILS program or service at a time, including talking points and suggestions for using the talking points.

We are proposing to provide talking points at each board meeting (when feasible) for the service of the month agenda item for that month. The April service of the month topic is our new Explore More Illinois cultural pass program, which debuted on April 1.

Below are suggested talking points about Explore More and ideas for using these talking points.

Explore More Illinois Talking Points

(Of course, it is not likely you will use all of these talking points in a single conversation or encounter. Please use them as they apply to the situation at hand.)

- Explore More Illinois is a new online cultural pass program that provides discounts at museums, visual and performing arts centers, park districts, and more across Illinois.
- The program works via the websites of participating libraries. Anyone with a library card from a participating library can take advantage of free/discounted admission and other deals from a variety of Illinois cultural attractions.
- The program started on April 1, 2019 with about 115 libraries and 25 attractions participating. We will be adding libraries and attractions on an ongoing basis.
- There is no cost for libraries or attractions to participate. This is a service offered by RAILS for our members.
- Explore More Illinois differs from other existing pass programs. It is very easy to use anytime 24/7 because everything is done online. You just need your library card number.

- RAILS is currently recruiting Illinois cultural attractions to join the program. Please spread the word to any museums or cultural attractions in Illinois that might be interested in participating.
- For more information, visit exploremoreillinois.org.

When/How to Use These Talking Points

- Mention Explore More in conversations with staff members at the library you represent.
- Mention Explore More when talking to library staff at the same type of library you represent (academic, public, school, or special).
- If your job involves working with library patrons, mention Explore More to anyone you think may be interested.
- Mention Explore More to friends, neighbors, and anyone you encounter who you think might be interested.
- Post a talking point or two about Explore More to any social media tool you use (Facebook, Twitter, etc.).
- When RAILS posts an item about Explore More to one of our social media accounts, “like” or “share” the post.
- When RAILS features an article about Explore More in our weekly *E-News*, cut and paste the article into an email and send it to someone you think might be interested.

We look forward to your feedback about how the talking points worked for you!