DISCOVER & GO, CALIFORNIA!

- 2 LIBRARIES
- SF BAY AREA
- NORTHERN CA
- SOUTHERN CA
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MARKETING: HOW ARE WE DOING?
70% AWARENESS
40% USAGE
BENEFITS: CHECK!
BARRIERS: INTERESTING!
LOGO FEEDBACK
PROMOTION!
FOLDERS, STICKERS, TATTOOS, POP-UP BANNERS, BOOKMARKS (ENGLISH & SPANISH), WINDOW CLINGS
Your ticket to a world of adventure, learning and fun!

TAKE ME TO MY LIBRARY’S DISCOVER & GO SITE!

ALAMEDA COUNTY LIBRARY

DISCOVER & Go is a nationally recognized museum pass program developed by Contra Costa County Library that provides California library cardholders with free and discounted tickets to local museums and cultural institutions.

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Discover & Go is supported in part by the U.S. Institute of Museum and Library Services under the Library Services and Technology Act (LSTA), administered in California by the State Librarian
Dear Kate,
Thank you for reserving a pass to California Academy of Sciences with Oakland Public Library’s Discover & Go. Please complete this short survey after your visit to let us know what you think! We hope you enjoyed your visit. -your friends at OPL

**SURVEY**

1. WHICH LIBRARY?
2. VISIT VENUE BEFORE?
3. VISIT AGAIN?
4. WOULD YOU HAVE GONE IF ...
5. BUY ANYTHING?
6. CONSIDER A MEMBERSHIP?
7. DID YOU DISCOVER NEW VENUES?
8. WHO DO YOU WANT TO ADD?
9. ANYTHING ELSE?
• "I read a lot about how people take their families to Discover & Go venues, but how about dates? Discover & Go makes for amazing dates to take your significant other!
• "Just when I thought I couldn’t possibly love my library anymore..."
• "Amazing! Just reserved a pass for the new Exploratorium. Great for this homeschool family!"
• "I’m in love with libraries and I am so impressed with all of the wonderful services from the Sacramento Public Library. Now they offer free museum passes with your library card? How cool is that?"
Sacramento Public Library announced to its Facebook subscribers that they could now reserve free museum passes with their library card. That post set the Library’s record for the most likes and shares.

Within minutes of reading about Discover & Go in the Sonoma Index-Tribune, a man came into Sonoma County Library to check his account status so he could begin taking advantage of the new service. His card expired 10 years ago. He got a new card.
DISCOVER & GO MATH:

OVER 500,000 CULTURAL VISITS MADE POSSIBLE FOR FAMILIES WITH LIBRARY CARDS.