





# Explore MORE Passport program instructions for:

*Everything you need to participate. Questions? Submit a HelpDesk ticket or contact Reb at IFLS ([kilde@ifls.lib.wi.us](mailto:kilde@ifls.lib.wi.us)). You can find marketing resources and other information on the Passport Program toolkit.*

Go to [iflsweb.org](http://iflsweb.org), navigate to the IFLS Article Index, scroll down to the Marketing and Advocacy header and look for **Toolkit: Explore MORE 2023 Passport Program**.

## Passport checklist

Let's get started! In this kit you'll find the following items. Take a minute to customize your kit.

- Printed Passports.** Your library requested \_\_\_\_\_ passports. You can always order additional passports by contacting Reb at IFLS.
- Participation poster(s)** to display in a prominent place.
- Entry form master**
  - Write in your library name on each entry form in the shaded box. Abbreviations are fine! This is for our records.
  - Use this sheet to **make copies** of the entry forms as you need them.
  - Instructions below.
- Tally sheet** with instructions. This is your record of program participation for the annual report and is how we'll track participation in the program as a system. You'll return the tally sheet to us on July 15.
- Stamp and stamp pad.
- Stickers to hand out with entry forms.
- Master sheets of itineraries to copy (new this year).
- Instructions.
- Optional! Add your customizations.

## How to: Explore MORE passport program

This is your chance to let visitors know about all the great things at your library and community! Each time you hand out a passport, stamp a passport or accept an entry form you have a chance to engage with your visitor. Here are some ideas that you could pick from.

- Hand out a library brochure or flyer with the passport.
- Point out a passive program to participate in, like a scavenger hunt.
- Tell people about any upcoming events or special exhibits.
- Point out the itineraries and any other community highlights you'd like to share.
- If your library has a swag bag offer it to your visitor.
- Ask if you can help your visitor find anything.

## Set up

- You got one or more participation posters in your passport kit from IFLS. Hang them where people will see them. There are printable PDFs on the virtual toolkit if you'd like to print more.
- Identify a place that people will go to get their passport stamped. Most libraries last year located the stamp at the circulation or information desk. Hang a poster at that location as well, and stock it with:
  - the stamp and stamp pad
  - tally sheet
  - entry forms and stickers
  - passports and Itineraries (new this year)
  - anything your library wants to add (swag bag, bookmarks)

## Hand out passports

Anyone can get a passport, so you can put these out in a display along with the itineraries. We'll be keeping track of how many passports we hand out, so please keep track of any additional passports on the tally sheet.



Left to right: Durand, Menomonie, Somerset, Clear Lake, Ellsworth

## Passport stamp for in-person participants

*NOTE: One stamp per person per library. Exception is Price and Rusk county libraries that get two stamps each.*

- Passport stamping should NOT be self-service.
- Stamp the gray star in your library's information. Price and Rusk counties have two stars.
- Immediately stamp the tally sheet as well. The tally sheet tracks visits, so only one stamp on the tally sheet per person including Price and Rusk counties.

## Passport Stamp for phone-in & E-mail participants

- Your phone code is your 2-letter IIRC code followed by the first 2 digits of your routing number. Write this code on your tally sheet. If you need help figuring out what that is, submit a HelpDesk ticket.
- ALL phone or email passport requests count as one stamp, including Price and Rusk counties.
- Phone and e-mail participants will be asking for a book, movie or music recommendation. You could leave that up to each person or create a list ahead of time that people can use.
- Once you've answered, give them their code.
- Stamp the tally sheet like you do with an in-person visit.

## Handing out and collecting entry forms

- Make copies from the entry form master with your library name on it to hand out.
- Verify that the participant has 10 stamps.
- Put a big “x” over the ten unused stamps. Remember that Price and Rusk county libraries each count as 2 stamps.
- Give the participant an entry form and a sticker.
- When you collect the entry form make sure that the name and contact info is legible, and that they’ve checked the prize drawings they want to participate in.

We love hearing from you!

If you need additional supplies or are having technical problems, please submit a HelpDesk ticket. If you need help with design or communication resources, please contact Reb. The marketing committee is happy to talk with you! The members of the committee who developed the passport program are:

- Cricket LaFond, Clear Lake Public Library director, [clafond@clearlakelibrary.org](mailto:clafond@clearlakelibrary.org)
- Michelle Johnson, Hammond Public Library director, [mjohnson@hammondpubliclibrary.org](mailto:mjohnson@hammondpubliclibrary.org)
- Laura Turpin, St. Croix Falls Public Library youth services, [lturpin@stcroixfallslibrary.org](mailto:lturpin@stcroixfallslibrary.org)
- Karen Couch, Thomas St. Angelo Public Library of Cumberland, Marketing and Tech Services [karenc@cumberlandpl.org](mailto:karenc@cumberlandpl.org)
- Mary Hebda, Ogema Public Library director [maryhebda@ogemalibrary.org](mailto:maryhebda@ogemalibrary.org)
- Reb Kilde, IFLS PR & Communications Coordinator, [kilde@ifls.lib.wi.us](mailto:kilde@ifls.lib.wi.us)

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