

## OA FUND FACULTY OUTREACH TEMPLATE

Many institutions operating Open Access Funds opt to promote the service by sending out emails to eligible faculty, students, and staff. While the exact contents of these letters differ, they typically contain at least the following elements:

- An overview of the Fund and who within the institution is behind it
- A brief description of the institution's motivation for launching the Fund
- Eligibility parameters
  - Who is eligible
  - What types of content
  - What publication outlets
  - What timeframe
- A quick run-through of the application/reimbursement process
- Links to further information about the Fund (FAQs, resource page, etc.)
- Links to further information about the open access movement and open access publishers (SPARC resource page, DOAJ, etc.)
- Contact information in the event of follow-up questions

Available online at <http://www.arl.org/sparc/openaccess>.