Lucky Day

Designating copies and creating collections in OverDrive Marketplace
What is Lucky Day?

Lucky Day lets you turn off holds and renewals on copies of in-demand titles to increase their availability.

Readers who visit your digital collection can find new or popular titles that are available for checkout immediately!
What titles are available for Lucky Day?

Titles owned in OC/OU and MA lending models with multiple copies.

Advantage accounts can only designate Advantage-purchased copies.
The image shows a screenshot of the OverDrive Marketplace, specifically the Lucky Day titles section. The page is displaying a list of books available for the Lucky Day program, which is a service that allows libraries to offer e-books and audiobooks for unlimited use. The screenshot highlights a demonstration section with the text "Demonstration" placed prominently over the content. The section includes a table listing titles, such as "A Storm of Swords: A Song of Ice & Fire," "An Anonymous Girl: A Novel," and others, along with details like the publisher, format, and availability status. The purpose of the Lucky Day program is to increase availability of e-books and audiobooks, making them non-holdable and non-renewable to encourage more reading. The demonstration likely showcases how the Lucky Day titles can be managed and set up within the OverDrive system.
Recap

- Designate copies of titles to Lucky Day.
- Curate Lucky Day collections to promote discovery.
- Set optional Lucky Day lending policies.
- Reach out to your Account Manager with additional questions.
- Visit help.marketplace.overdrive.com