



QUICK START CHECKLIST



- 1 Define Your Area
- 2 Define Cost
- 3 Secure Funding
- 4 Identify Local Champion
- 5 Complete Paperwork
- 6 Review Operations Manual & Reference Guide
- 7 Host Rollout Event



1 DEFINE YOUR AREA

Dolly Parton's Imagination Library is a free gift that can be given to children residing in a predetermined postcode, school district, town, county, or even an entire state.

» REMEMBER:

The eligibility criteria for the Imagination Library is defined only in terms of the child's age and residence.

Please do not limit registration based on socioeconomics, risk factors, participation in certain programs, parental factors or by any other means other than a child's age and residence.

SAMPLE AREA



Postcode: 37863

City: Sevierville

State: Tennessee

County: Sevier



2 DEFINE COST

1 Define Eligible Population:

To define your eligible population within your chosen coverage area, visit factfinder.census.gov and enter the coverage area's postcode and click GO. There you will find, General Population and Housing Characteristics (Population, Age, Sex, Race, Households and Housing). See option for children "Under 5 Years," to define your eligible population.

2 Calculate 5 Year Costs:

To define the cost of replicating Dolly Parton's Imagination Library for the first five years, visit imaginationlibrary.com/usa/cost-estimator and follow the on-screen instructions to enter your eligible population.

Results will be given on-screen and in downloadable, printable format.



3 SECURE FUNDING

Now that you have an estimated cost of running your program, you must find local organizations to fund your program.

COMMON FINANCIAL SUPPORTERS INCLUDE:

- 1 United Way
- 2 Local Businesses
- 3 Civic Groups
- 4 Local Governments
- 5 Private Citizens
- 6 Educational Foundations
- 7 Churches
- 8 Chambers of Commerce
- 9 School Systems



4 IDENTIFY LOCAL CHAMPION

Local Champions are characteristically different across localities. In some communities a single group or individual takes on all of the coordinating responsibilities. In other communities, multiple groups and/or individuals divide the responsibilities.

THE LOCAL CHAMPION HAS 4 PRIMARY RESPONSIBILITIES:

- 1 Publicize:** Register children by publicizing the program using the customized registration brochures designed by The Dollywood Foundation and other promotional materials.
- 2 Register:** Input registration data into The Dollywood Foundation's database system.
- 3 Fund:** Pay the monthly invoice (the annual cost is \$25/child/year or an average monthly cost of \$2.10).
- 4 Returns:** Pick up undeliverable books from your local post office(s).

» IMPORTANT:

You must make sure that you have a 501(c)(3) agency on board as a key collaborator. Due to postal regulations, the return address on all books must be that of a local 501(c)(3). This same address must also be listed as the contact on your registration brochure.



5 COMPLETE PAPERWORK

Before you can begin registering children with your program you must complete the following documents and submit them to your Regional Director:

- 1 Memorandum of Agreement
- 2 Affiliate Information Sheet
- 3 Mailing Regulations Form



6

REVIEW OPERATIONS MANUAL & REFERENCE GUIDE

Dolly Parton's Imagination Library

*US Operations Training Manual and
Reference Guide - 2017*



This is the most important step for the daily operations of your program.

You will be sent an operations manual which includes:

- 1 Instructions for registering children
- 2 Instructions for database maintenance
- 3 Website instructions
- 4 Program information
- 5 Promotion suggestions
- 6 FAQs
- 7 Other resource materials



7 HOST ROLLOUT EVENT!

You've Made It. CONGRATULATIONS!

Now it's time to tell your local community about your affiliate and start enrolling children!

- 1 Be sure to send information to your local media (newspapers, television stations & radio).
- 2 Start a Facebook fan page and Twitter account to update everyone on your events, etc.
- 3 Invite local leaders.
- 4 Have a prominent local or state leader read a book from the Imagination Library.
- 5 Schedule your event to coincide with a festival or other event.