



**Families & 7 Local Partners in 5
Countries Are Joining our 200 Million
Books Milestone Celebration!**

In celebration of Dolly Parton's Imagination Library reaching the incredible milestone of gifting over 200 million books worldwide, we launched an exciting initiative this September during International Literacy Month.

Seven magical Dolly bookmarks were randomly placed inside Imagination Library books to children enrolled in the program around the world to drive enrollment and build brand awareness.

Seven fortunate recipients from five different countries discovered these hidden bookmarks and are now on their way to enjoy a video chat with Dolly, receive a personalized signed letter, an autographed photo, and four Dollywood Theme Park tickets if they wish.



In addition, as a gesture of gratitude to our dedicated Local Program Partners, the Dollywood Foundation is also donating \$2,000 USD/CAD/AUD or £2,000 GBP in the child's name to their local Imagination Library partner. Thank you to ALL our partners for being the true heroes of the Imagination Library.

[CLICK HERE TO VIEW AND SHARE LANDING PAGE](#)

On October 18, the Foundation will officially announce where the bookmarks were found with an international press release, updated on our 200 Million landing page (click above) and on all our social media channels.

There will also be additional local media support in each of those 7 markets. We hope ALL our Local Partners continue take this opportunity to celebrate this milestone and help drive awareness for your local program with the assets we created. The

campaign toolkit can be found in the Partner Success Kit/200 Million Campaign Folder.

[VIEW 200 MILLION CAMPAIGN TOOLKIT](#)

INSPIRE

Sandy's Legacy: Fostering a Love of Reading



In a touching tribute to her sister's memory and in alignment with her own commitment to the Kiwanis Club of Chatham's Dolly Parton's Imagination Library program, Cathy Telfer has established a matching donation opportunity to raise funds for the local program.

From October 1st to December 31st, every dollar contributed to the project by Kiwanis members and community members will be matched to a total of \$5000. This initiative aims to sustain the participation of the young children in Chatham-Kent who are currently receiving the precious gift of books through Dolly Parton's Imagination Library—a fitting tribute to Sandy's love for reading and her commitment to the well-being of her community's youngest members.

Welcome New Canadian Local Program Partners!

COMMUNITY	CONTACT	Local Program Partner
Lake of Bays	Pat Sims-Eastwood	Dolly Parton's Imagination Library of Lake of Bays
Kugluktuk	Nicole Sharp	NWT Literacy Council
Big River	Karen Lindsog	Dolly Parton's Imagination Library of Big River
Tumbler Ridge	Paula Coutts	Tumbler Ridge Public Library
Fort Smith	Katie Johnson	NWT Literacy Council
Lutsel K'e	Nicole Sharp	NWT Literacy Council
Hay River	Nicole Sharp	NWT Literacy Council
Katlodeeche	Nicole Sharp	NWT Literacy Council
Enterprise	Nicole Sharp	NWT Literacy Council
Yellowknife	Nicole Sharp	NWT Literacy Council
Howick Township	Mike Guthrie	Howick Optimist Club
Conception Bay South	Leah Kean	CBS Imagination Library



Miss Dolly,

Thank you very much for encouraging my love of reading! The books are great, and I think you and your friends who send them to me are awesome, too!

Love,



Daphne Yvon, Age 5

August 2023

Dolly,

Thank you so much for your contributions to the Imagination Library - it's almost unbelievable that you give free books to so many children. Your program has taught our family so much about giving, receiving, and kindness. Our house is filled with books and our girls love how books teach us but also bring us together. You truly are amazing. Daphne talks about you as if she really knows you! ♥ Karalee Yvon
(Daphne's mom)



EDUCATE

Important Marketing Updates

Be sure to periodically check the [Partner Success Kit](#) in the BOS for new promotional assets available to build awareness and support in your local communities. Here are a few marketing updates since the last newsletter.

- New! Letter from Dolly video
- New! Dolly 'Special Thanks' video

- New! Brand Approved Billboard Examples
- New! Building Program Awareness Through Local Media Presentation
- New! Updated Brand Guidelines

Marketing Assets Available on Canva.com (FREE ACCOUNT!)

- New! Co-Branded Logo Template
- Canva.com Template Cheat Sheet
- Customizable Start a Program Social Graphic
- Spanish Customizable Flyer/Poster (English available as well)
- Customizable QR Partner Logo Flyer Template
- DPIL Partner Logo Template
- UK Trifold Leaflet
- Customizable Local Partner Banner
- 4 New Customizable Promotional Posters

[VIEW DPIL CANVA.COM TEMPLATE CHEAT SHEET](#)

New Assets Coming Soon

We are excited to share that we are refreshing our Imagination Library promo stores for all countries in the coming months. Along with the updated thumbnails for books and the Digital Success Kit, we are in the process of updating the following assets.

Dolly Parton Standup



Brochure

Before he passed away, my Daddy told me the Imagination Library was probably the most important thing I had ever done. I can't tell you how much that meant to me because I created the Imagination Library as a tribute to my Daddy. He was the smartest man I have ever known but I know in my heart that his inability to read probably kept him from fulfilling all of his dreams.

Of course, I have not done this alone. The real heroes of our story are the thousands of local organizations like **PARTNER** who have embraced my dream and made it their own. They raise millions of dollars each year and wake up every day with a passion to make sure their children have every opportunity to succeed.

I hope these books inspire you to read with your child. There is nothing quite like snuggling up with a good book - just like when my Momma read to me on her lap in our tiny, one-bedroom cabin many years ago.



Sponsor One
Sponsor Two
Sponsor Three



INSPIRING A
LOVE
OF READING
WITH **FREE BOOKS!**



The first step is always the hardest, but you'll never know unless you try...



To check availability or learn how you can support your local Imagination Library, scan the QR code below

[@dolysimaginationlibrary](#) [@imaginationlibrary](#) [@dolyslibrary](#)



LOGO HERE

Dolly Parton's Imagination Library is dedicated to helping inspire a love of reading by gifting FREE books to children from birth to age five, through funding shared by Dolly Parton and Local Program Partners in five countries.

Once your child is registered, they will receive a FREE high-quality, age-appropriate book addressed to them in the mail each month, until their 5th birthday.

Any child from birth to age five living in
LOCATION.

Visit imaginationlibrary.com or scan the QR code to see if there is an Imagination Library in your area. If a program is not available in your area, please sign-up for notifications for when a program is available.

1. Be a resident of **LOCATION**.
2. Submit a registration form online or by mail.
3. Notify **PARTNER** any time your address changes. Books are mailed to the address listed on the account. Note: If the child's address changes, you must contact us at the address on this brochure to continue receiving books.
4. Read with your child and have fun!

Eight to ten weeks after your registration form has been received, books will begin arriving at your home and will continue until your child turns five or you move out of a covered area.

Do you know a child (birth to age 5) in **LOCATION** who is not receiving **FREE** books from Dolly Parton's Imagination Library? Give their caregiver a registration form and encourage them to learn more online.

If you know of a business, organization, or individual who would like to support this local program, or learn how to start a program in this area, please encourage them to visit imaginationlibrary.com.

Scan the QR code or mail a registration form to the address below.



Address Line 1
Sometown, US 12345
(123) 456-7890



"The real heroes of our story are the LOCAL PROGRAM PARTNERS who have embraced my dream and made it their own."



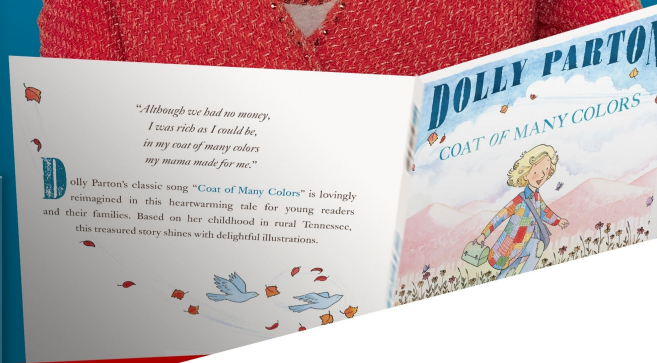
REGISTER YOUR CHILD TODAY!

Local Partner Address
Address Line 1
Sometown, US 12345
(123) 456-7890

The Dollywood Foundation is a 501(c)(3) public nonprofit organization.
© 2023 The Dollywood Foundation | imaginationlibrary.com



INSPIRING A
LOVE
OF READING
WITH **FREE BOOKS!**



**WANT YOUR
CHILD TO RECEIVE
FREE BOOKS?**

GIFT OF FREE MONTHLY BOOKS
FROM BIRTH TO AGE 5



VISIT IMAGINATIONLIBRARY.COM

SUPPORT

Upcoming Marketing &

Social Media Content Calendars

(October/November/December)

The Q4 2023 Marketing Calendar is available to inform you of upcoming events, social media themes, and country-specific holidays that The Dollywood Foundation will be promoting for the next 3 months.

[VIEW MARKETING CALENDAR](#)

New One-on-One Support and Training!

We now have a new option to book a One-on-One help session with our Customer Support Team. While within the BOS, the help beacon will now pop up with an option to book a time for 30 min support session. If you don't see the pop up, you can also access our calendar at the below link.

Make sure to check out the Calendar page on the BOS for new trainings! Each month, we will have "Getting Started with the BOS" sessions as well as focused trainings about Marketing, Fundraising, Mailchimp and more!

[BOOK YOUR ONE-ON-ONE TRAINING](#)

October Book Titles

Group 6	The Tree in Me
Group 5	Scaredy Squirrel Visits the Doctor
Group 4	Just Try One Bite
Group 3	Crocodile Hungry
Group 2	Eric Carle's Twinkle Twinkle Little Star and Other Nursery Rhymes

Group 1	Anne's Numbers
---------	----------------

November Book Titles

Group 6	Count on Me
---------	-------------

Group 5	My Best Friend
---------	----------------

Group 4	We Adopted a Baby Chick
---------	-------------------------

Group 3	Snow Falls
---------	------------

Group 2	Ready for Winter
---------	------------------

Group 1	Checkers & Dot at the Zoo
---------	---------------------------

December Book Titles

Group 6	N/A
---------	-----

Group 5	Coat of Many Colors
---------	---------------------

Group 4	Counting on Snow
---------	------------------

Group 3	The Very Hungry Caterpillar Eats Breakfast
---------	--------------------------------------------

Group 2	Llama Llama Red Pajama
---------	------------------------

Group 1	Babies Love Animals
---------	---------------------

Age Groups

Group 6	Born in 2018
---------	--------------

Group 5	Born in 2019
---------	--------------

Group 4 Born in 2020

Group 3 Born in 2021

Group 2 Born in 2022

Group 1 Born in 2023

Canada Stats

Total Welcome Books
(Q3 2023)

7,162

Total Books Mailed
(Q3 2023)

149,990

Total Graduation books
(Q3 2023)

3,021

Total Books Mailed
(Inception - September 2023)

3,114,663

NEED HELP?

Visit support.imaginationlibrary.com,
refer to your **Operations Manual** or
email Customer Support at
help@imaginationlibrary.com



[View this email in your browser](#)

