Dolly Parton’s Imagination Library

Operations Training Manual and Reference Guide
### GENERAL INFORMATION

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### BOOK ORDER SYSTEM (BOS)

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GENERAL INFORMATION

PRE-LAUNCH CHECKLIST

The following items are those which should be completed before accessing your Book Order System (BOS). Please review each item listed and should you have questions, contact your Regional Director for further assistance prior to logging in/accessing the BOS. They can help you establish a timeline for the items listed below.

1. **Create a practical timeline for the launch of your program.**

2. **Define the community's geographic coverage area:** Identify the geographic area that will be the community whose children you will serve. A community may be a township, city, county, state, or school district, etc.

   *Remember that registration for the Imagination Library cannot be limited based upon socio-economics, risk factors, participation in certain programs, parental factors, or any other means other than a child's age and residence.*

3. **Check and confirm estimated population of this particular area for future projections:** Determining this will help moderate overall program costs and reporting.

4. **Fundraising - Secure financial sponsor** Your Regional Director can provide a five year projected budget for your community. After the average cost to sustain a program is determined, financial sponsor(s) will need to be secured. Common financial supporters included:

   - United Way
   - School Systems
   - Chamber of Commerce
   - Churches
   - Local Business
   - Civic Organization
   - Government
   - Local Foundation
   - Rotary Club
   - Kiwanis Club
   - Friends of the Library

   *It is essential to collaborate with a 501(c)(3) non-profit organization as a sponsor or Local Champion. Due to mailing regulations the local return address on the book labels and the registration brochures must have the name and address of a 501(c)(3).*
5. **Identify a Local Champion:** The Local Champion has the following responsibilities:
   - Register children and promote the program
   - Enter the registration data into The Dollywood Foundation's database system
   - Pay the monthly invoice
   - Pick up undeliverable books from the local post offices (where allowed)

6. **Complete paperwork:** The following documentation must be filed through your Regional Director with The Dollywood Foundation before registering children:
   a. Memorandum of Agreement
   b. Mailing regulations forms (these are located in Appendixes A – D)
   c. Affiliate Information Form
   d. Promotional Order Form

   *A helpful video tutorial about these forms is located here: AIS/MOA Bonus Video (3 minutes)*

Once you have submitted your Non-Profit Application and paperwork to the USPS, and received a "Non-Profit Authorization Number" please provide that seven digit number via email to your Regional Director and kphillips@dollyfoundation.com as soon as possible.

7. **Order registration brochures:** Registration brochures are ordered through your Regional Director with The Dollywood Foundation. Your brochures will be customized with your community and organization information and logo. A proof will be sent for approval 5 days after the order has been placed.

   If choosing traditional (paper) brochures, four weeks after the final approval of the proof, the brochures will be delivered. Brochures are available in English and Spanish and in electronic or traditional (paper) formats. Costs for registration brochures vary depending upon which type is ordered and can be found in the Promotional Items Order Form or by contacting your Regional Director.

   *The exact time of delivery may vary. Shipping charges are for the continental U.S. only and are subject to change based upon actual experience. This figure will be reviewed periodically and may require adjustments.*


   *Have questions concerning the BOS? Give Kate Phillips a call at 865-428-9607 or send an email to kphillips@dollyfoundation.com*
PROGRAM START-UP CHECKLIST

The following items are to be completed immediately upon initial log-in of the BOS. Please review each item listed and should you have questions, contact Kate Phillips.

1. Determine and set-up Coverage Area in the BOS and decide if allowing online registrations. Online registration helps to reduce paper costs.
2. Plan and host a roll-out event involving local media & community partners and leaders and begin registering children.
3. Provide brochures at local libraries, schools, stores, social service agencies, health care facilities, etc. and to assisting professionals who work with families and young children (parent educators, social workers, etc.).
4. Identify the desired month for your first book delivery, and update your status.
5. To place your first book order, email Kate Phillips at kphillips@dollyfoundation.com requesting your community's status be updated from “committed” to “operating.” You will get a reply email letting you know once your request has been received. Books are ordered one month in advance of their delivery. The BOS will close on the 1st of each month to place the order for books that will be delivered the following month. Entries can be made until 5:00 PM (Eastern) on the 1st. In other words, all updates, additions, deletions, etc. must be completed by 5:00 PM (Eastern) on the 1st to be included in the following month’s mailing. If the 1st falls on a weekend or holiday, all changes and additions should be entered on the last business day prior to the 1st. Often the system will be left open through the weekend as a courtesy, but each affiliate should still be prepared to have changes complete and their database downloaded by the last business day prior to the 1st.

For example:

- Children added between February 2nd - March 1st 5:00 PM (Eastern) will receive books in April
- Children added between March 2nd - April 1st 5:00 PM (Eastern) will receive books in May
PREVALENT THEMES AND FOCUS OF DOLLY PARTON’S IMAGINATION LIBRARY

Inspiration & Imagination

Other Fundamental Themes of Regard:
Love of reading and learning; regard for diversity of people, their roles, culture, and environment; promotion of self-esteem and confidence, appreciation of art and aesthetics.

Each series of books should contain certain characteristics specific to its age appropriateness including:

Year One
- Vision - bright, big, colorful
- Touch - board pages
- Rhyme and rhythm
- Simple - easy to use
- Minimal text - point and say
- Playful sound
- Nurture - attachment- lullaby themes

Year Two
- Continue concepts from year one and build upon them
- Repetition and predictability - generate language
- Motor skills
- “Self-help” activities - things children can do, things familiar in their daily life
- Use of real photo illustration
- Body awareness
- Nursery rhymes
- Colors, letters, numbers

Year Three
- Wordless books - build your own story (reader and child)
- Values and character
- Issues - fear, conflict, love, safety
- Colors, letters, numbers
- Nursery rhymes

Year Four
- More complex stories - hero, complication, resolution
- Diversity of others - faces, environment - OK to be different
- Play, humor, fun
- Nursery rhymes and poetry

Year Five
- School preparation and readiness
- Use rebus (pictures used for words)
- Science - non-fiction
- Folk tales
- Thank you, appreciation
- Rhymes and poetry
Dolly Parton’s Imagination Library
2013 Book List

All of the following books are published by Penguin Group, Inc.

*The first book a child receives is The Little Engine That Could™ (customized version)
*The month a child turns 5 they will receive Look Out Kindergarten, Here I Come! (customized version)

Group 6 (Children born in 2008)

Born Yesterday
At This Very Moment
What’s the Big Idea, Molly?
My Teacher
Holler Loudly
Tale of Peter Rabbit
Owl Moon
Mary and Her Little Lamb
One Cool Friend
I Wanna New Room
Where Butterflies Grow
If I Built a Car

Group 5 (Children born in 2009)

Legend of the Indian Paintbrush
The House That Jack Built
My Baby Blue Jays
Stand Tall, Molly Lou Melon
Luke Goes to Bat
The Perfect Present
Ladybug Girl and Bingo
Flight of the Last Dragon
Take Care Good Knight
Bringing the Rain to the Kapiti Plain
Night House, Bright House
Snowy Day
Grandfather Buffalo
Strega Nonna’s Harvest
Llama Llama Home With Mama
Otis

Group 4 (Children born in 2010)

A House is a House For Me
The Story of Ferdinand
Love, Mouserella
I Know a Wee Piggy
Bun Bun Button
Goldilocks and the Three Bears
Llama Llama Mad at Mama
Little Monkey Lost
Old Bear and His Cub
Madeline
Corduroy
Meet Me at the Moon
Llama Llama Time to Share
Pretend
Little Dog Lost
Read to Tiger

Group 3 (Children born in 2011)

My Little Train
Big Sister, Little Sister
One Foot, Two Feet
Mine-O-Saur
Little Owl’s Night
Rhymes ‘Round the World
Big Brother, Little Brother
Road Work Ahead
The Wild Little Horse
Llama Llama Red Pajama
Where’s My TRUCK?
My No, No, No Day
ABCers
I Am a Rainbow

Group 2 (Children born in 2012)

Corduroy Goes to the Doctor
Lull-A-Bye Lil One
Pouch
Nobunny’s Perfect
Spot Goes to the Library
Red Wagon
Good Night Gorilla
All of Baby, Nose to Toes
Sleep, Baby Sleep
My Farm Friends
ABC Look at Me
Little Loon and Papa
Little Pink Pup

Group 1 (Children born in 2013)

Giggles With Daddy
My First Songs
Look Look!
Baby Sounds
Max’s First Word
Peek A Boo Morning
Where’s My Nose?
Whose Baby Am I?
Winnie-the-Pooh’s Opposites
Llama Llama Nighty Night
Baby Signs
PROMOTIONAL ITEMS

As part of the support provided by The Dollywood Foundation to all affiliates, many promotional items are available for use in a kick-off event and other promotional events throughout the year. Included are the required registration brochures. To review a list of these items along with the order form, begin by contacting your Regional Director who provides these to all affiliates and will place the orders for you directly. Please review page 18 for a complete list of Regional Directors.

Several items are offered free of charge (shipping charges may apply) and others are offered for sale. The only required items are the registration brochures that are universally designed, but customized to reflect the affiliate’s local information, champion, logo, and sponsor.

In addition, any affiliate may order many more of our promotional items via our website’s online store. To access the store, click on the shopping cart icon titled “Merchandise & Donations!” on our website or visit: www.imaginationlibrary.com/shop. Items sold on the web are for affiliate use and also for individuals within the community to use. When individuals in your community purchase items, it provides you with free publicity as they wear and/or use the items.

There is a selection of free printable character activity sheets for families that are available for download in our support center. For a complete list, CLICK HERE

COPYRIGHT INFORMATION

An affiliate who wishes to design an original promotional item for their program, such as fliers or a banner for the kick-off event and central registration location, may do so after gaining permission from The Dollywood Foundation. Permission must be obtained for every item and for every time it is used. An electronic version of the Dolly Parton’s Imagination Library logo will be provided free of charge to the affiliate, but use of that logo requires approval of: (1) the promotional event, and (2) the design and use of the promotional item(s) bearing the logo, and/or Dolly’s name or likeness. Approval may be received from your Regional Director.

Any use of any kind by affiliates of any material from the books in Dolly Parton’s Imagination Library (DPIL) series for any purpose whatsoever, including for promotion of the affiliate’s not-for-profit purposes, requires special advance review by Penguin Group USA to determine whether the use will be permitted. Only the following uses will be considered: reproducing book cover images, live read-aloud events, live dramatic performance event. Completed permissions forms must be accompanied by an example of the proposed use of such materials. Additionally, if a requested use is permitted, the legal lines, copyright, and registered trademark symbols requested by Penguin Group USA must be properly displayed/printed/shown on all items used. An electronic proof (visual) of all items that have been approved by Penguin must be sent via email to Penguin Group USA prior to their use. Your Regional Director has the forms and can assist and direct you with requests for approval of these types of promotions.
LOCAL HOSPITALS
An affiliate may choose to involve their local hospital(s) by allowing them to give newborns residing in the affiliate’s community their first book, *The Little Engine That Could™*, the day they are born. The affiliate provides the hospital with an inventory of the book and registration forms to fill out and give to each new mom the day their baby is born. These registration forms will need to be marked in some way (a file label with the hospital’s name is an easy way to make the identification) so that when they are received by the affiliate to register the child, the coordinator will know to mark that child with “N” to not receive a duplicate copy of *The Little Engine That Could™*. Please review “The First Book” on page 24, and “Adding Children to Your Database” on page 22 for details.

LITTLE ENGINE BOOK ORDERS
*The Little Engine That Could™* books can be ordered from The Dollywood Foundation for use in promotional events and/or hospital participation. Cost and carton quantity are subject to change.

**Order:** An affiliate may request to purchase *The Little Engine That Could™* books by contacting their Regional Director who will obtain all pertinent information including the shipping contact name, address, phone number, email address, billing contact name and email address, and quantity desired. Once the Regional Director has received the order, it will be forwarded for placement. Please remember that the books will be shipping via UPS and the shipping address cannot be a post office box.

**Quantity:** The only minimum quantity requirement at this time is that they ship in full cartons and that the order be for enough books to supply the affiliate’s needs for one year (see below beside “Frequency”). Currently there are 40 books per carton. Carton quantities are subject to change. Orders placed outside of full carton quantities will be filled with a quantity rounded up to the next full carton.

**Frequency:** Please plan to place an order sufficient to accommodate the needs for at least one year. An affiliate wishing to purchase inventory for multiple years on one order is welcome to do so, however, we do ask for a maximum of one order per year per affiliate. This assists The Dollywood Foundation in being able to offer these quality resources with no storage, handling, processing, or other additional fees attached and keeps costs low and the program replicable for all affiliates, large or small.

**Cost:** Currently the cost of *The Little Engine That Could™* books is $2.10 per book plus shipping. Cost is subject to change.

**Delivery:** As with registration brochures, please allow no less than four weeks for delivery of *The Little Engine That Could™* books. Yearly orders will be placed along with regular monthly orders which occur on the 1st the month. Please keep this timeline in mind when planning an event. Orders need to be received by 5:00 PM (Eastern) on the last business day of any month to be included in the next book order – for delivery the following month. Requests received after 5:00 PM (Eastern) will be placed the following month.
For example:
- Email requests for an order of *The Little Engine That Could™* books received on January 30th before 5:00 PM (Eastern) will be placed the first week of February and delivery will arrive approximately four weeks later.

- Email requests for an order of *The Little Engine That Could™* books received on February 28th before 5:00 PM (Eastern) will be placed the first week of March and delivery will arrive approximately four weeks after that.

Miscellaneous Information

It is important when registering a four-year-old child to check when he/she will turn five and how this coincides with your first book mailing. You would not want a child to receive no books or any type of acknowledgment. Simply take notice of the month the child will turn 5 and the time of the book order before registering that child in the BOS.

For example:
- If registering a child on January 25th, whose fifth birthday falls in the month of March, that child will receive the Welcome Book and then graduate out of the system.

- If registering a child on January 25th, whose fifth birthday falls in the month of February, that child should not be registered as he/she is already too old and will not receive any books, but will simply be purged from the system. Remember, books are ordered one month in advance, so the February book order was already placed on January 2nd. The order you are now preparing for is the March book delivery.

An affiliate may design their program in the newborn method that registers only that year’s newborn children. This means that when beginning, only children born in the current year would be eligible. The next year would include those children PLUS the children being born during that new year and continuing likewise, building the program over five years until all children under the age of five are registered. Locations such as the local hospital and women’s services offices would be vital allies in this approach.

An affiliate must declare if their program will be all-inclusive of all children under the age of five or grow registering only newborns each year. This declaration must be made before ordering brochures or any other promotional material and must be clearly stated in all documents and promotions.

Please note that the initial registration process is a large promotional undertaking having many registrations to enter at one time. After that initial period the registrations being received will slow and remain somewhat consistent from month to month. Also, it may take up to three – four years before 75% of the community is reached (70 - 80% is considered optimal anything above that is exceptional; although 100% is always the goal to set and strive for achievement).
BOOK LABELS
Items that are printed on each book label include the following:

The affiliate’s return address: This will be the 501(c)(3) organization as listed on the Dolly Parton’s Imagination Library registration brochure and the postal permit form.

Month of delivery identification: To the left of the child’s name, there is a wording that indicates which month the book was delivered. For example, in January the wording will state: “January’s personal gift for:” and the child’s name will be printed. This is helpful when communicating with parents who believe they may have missed a book.

The following optional items may be added to the book label:

Tag line(s): There are two tag lines available with approximately 30 characters per line. This can be used to thank a sponsor or local champion, for instructions when moving such as a phone number to call, or for additional program information. For example, proper recognition can be “Thanks to our Sponsor: ___________________” or “Sponsored by: ___________________”

The Main Coordinator can simply access their affiliate profile in the BOS, make the additions and/or changes in the “Brochure/Return Address” section of the page, then “Save & Exit” for administrative review.

POSTAL SERVICE

Beginning
With any new Dolly Parton’s Imagination Library program it is good to recognize the vital role the local post office(s) play in the program and ultimately in each child receiving his/her books each month. Postal employees are the unseen ambassadors in this community collaboration. A great way to promote the program and show appreciation is to include them from the very beginning. Make an appointment with each local Postmaster to explain the program and how it works. Acknowledge their unspoken participation in the program and express an interest in promoting their role along with that of the local champion and sponsor. Plan to include key postal employees in promotional events especially when there is any media coverage.

Collaboration
Once a relationship has been established with the Postmasters and other key postal employees, make another appointment with the Postmasters and ask them if they would be willing to return any non-deliverable books to a member of the affiliate organization. Suggest that they simply place the non-deliverable books in one of their own corrugated plastic carry bins and once each month someone (name the person) from the organization will come by the post office (each of the local post offices) and pick those up so they can be reused within the program. It may take several visits and requests to reach this level of cooperation. The Postmaster may indicate that according to postal regulations they are not allowed to fulfill this request and should a postal inspector discover such an agreement they would be in trouble.
If the Postmaster does not agree to return the books without a postal endorsement, please remember that they are not required to provide this service. Maintaining a good relationship with them and the other key postal employees regardless of this outcome will be greatly beneficial and is highly recommended. Continuing to thank them, show appreciation for them, and including them as a community partner will go far in making Dolly’s Imagination Library a successful venture in your community.

To take this request a step further, revisit the situation again to ask to have the non-deliverables returned. There is certainly nothing wrong with a friendly request made in earnest for a good cause. Again, please do remember that the Postmasters do not have to allow the non-deliverables to be returned to you.

**Postal Permits**

Each affiliate must file a postal application form in order to comply with the postal regulations for mailing at an additional location. The 501(c)(3) organization listed on the affiliate’s Imagination Library brochure will be the organization requesting the mailing permission. If that organization already has a permit for mailing at nonprofit rates, they should use Form 3623, Application for Nonprofit Standard Mail Rates at Additional Mailing Office, found in Appendix B.

If the organization does not already have a permit for mailing at nonprofit rates, they should use Form 3624, Application to Mail at Special Bulk Third-Class Rates, found in Appendix C.

**Specific instructions to assist with these forms can be found in Appendix A, Mail Service and Postal Requirements.**

**Organization Change / Organization Address Change**

If the affiliate’s 501(c)(3) organization changes after the postal permit papers have been filed and approved, the following guidelines must be followed in order to meet mailing requirements:

(1) If the change is merely a name and/or address change – not a different organization, just the same organization that has changed their name and/or address, then simply type the change information on the new letterhead along with a letter from the IRS acknowledging the change, or send a copy of the charter with the new name and mail it to the Knoxville address provided in Appendix A, page 45 (where the original papers were sent).

OR

(2) If the change being made is a totally new organization, new postal permit forms will need to be filed as they were the first time and as described in the paragraphs under “Postal Permits” above.

**The Mailing List**

The mailing list is pulled each month directly from the BOS. All information contained in each database at the time the BOS closes for the monthly process will be used for printing the next month’s mailing labels.

* Please Download your Database into an Excel spreadsheet each month after all changes have been made and before the BOS closes for the monthly process. Save this report for your records. Please remember that this database information will be for the next month’s mailing. So, if
downloading the database on January 1st, that report will show the February book order and mailing.

**NCOA (NATIONAL CHANGE OF ADDRESS) REQUIREMENTS**

The following information about what the USPS requires regarding NCOA may also be found in the FAQ’s of this operations manual and in the online Support Center. As far as your database is concerned, the end result should be that less books are returned as non-deliverable. In fact, the first NCOA process should produce the greatest number of addresses flagged as bad and each subsequent process should produce less and less.

NCOA stands for “National Change Of Address” and is essentially the national registry of addresses. The USPS requires everyone who maintains a database to process through the NCOA registry to see how many addresses on your database have a match with what is recognized as being correct and valid for delivery. NCOA is required by the USPS and should help to reduce the amount of non-deliverable books sent in your community.

NCOA is required every 95 days. We, however, perform the service with every monthly process as a service to you, the children served, and the USPS, in order to keep databases as up-to-date and as accurate as possible. Often, even if an address is not 100% exactly as the USPS would prefer it, the local mail carriers know the address, and often know the family that lives there and will still deliver mail to that address without too many problems. However, NCOA processing is very specific and due to that specificity one variation on the address can flag it as incorrect and therefore flag that child until the address is corrected. Most often it will be a typing error or the family/individual not being listed as living at that particular address according to USPS records (usually a child with a different last name). Filling out a change of address form with the USPS, with the current address may solve this problem as well (even if no one has moved).

**The ultimate goals the USPS hopes to achieve with NCOA are:**
1. To greatly reduce the number of non-deliverable mail pieces.
2. To greatly increase the amount of helpful information available to all USPS users.

There is a wealth of information that is not in any official electronic system with the USPS because it exists only in the memories of mail carriers. Many mail carriers have been on the same route for years and they know the families to whom they deliver. They know when someone moves or a new family member arrives, or when a street name changes, for example, city development or 9-1-1 information, etc. but unfortunately, when those mail carriers leave the USPS they take that information with them. The USPS aims to gather that information, making it available to all, so that mail processing will be more efficient and conserve valuable resources.

For more information about NCOA, please review the “NCOA Instructions and FAQ’s” section on page 33.
Missed Books
The books generally arrive the third week of each month; but can arrive at any point during the month – even right up to the last day. If a child misses a book, there are several steps to follow in order to track down the possible reasons.

Check the “List of Books Mailed” in the BOS to see if the book for that child has been delayed in its delivery, and is therefore not really missing, but simply late. Also it is a good idea to print the list of titles each month from the “List of Books Mailed” so that you can keep record of them throughout the year.

Check to see that the information in the database is 100% accurate and complete. Leaving out one detail can result in the postal system automation reading the address as invalid. Check all the spelling as well as house numbers, apartment numbers and zip codes. Inaccurate abbreviations can cause an address to be read as invalid. An example is, for the address: 123 Main Circle, if it is abbreviated: 123 Main Cr., that is invalid. “Cr.” is the abbreviation for “Creek” not “Circle” therefore the postal system automation would not recognize that as a valid address in that community or at best, if such a street does exist, the book would go to the wrong address.

Check the child’s registration date in the database. Perhaps the child should not have received his/her first book yet. The registration date will assist in determining this. Also, see “Book Orders” under the “Database Entry” on page 23 for further explanation.

Contact the family to double check all information.

- Ask if the address is correct and complete.
- If they have moved, inquire if they have filled out a change of address form with the USPS.
- If the child’s last name is different from the parents’, they should fill out a change of address form for that child and put it on file with the USPS (even if the address is correct).
- Ask the parent to check the book label for the delivery month “(Name of the month)’s personal gift for:” listed beside the child’s name. Occasionally the book wasn’t actually missed, but simply a bit later than usual, it seems to the parent that more time has lapsed than actually has, or something similar to that.
- Ask if they are having other lost mail.
- See if they are using a new address and the receptacle is not yet installed.
- If there are multiple children in the home on the program, inquire if any are receiving books.
- Request that they speak with their mail carrier to indicate they will be getting books each month.
- Suggest the possibility of using an alternative address such as a post office box.

Check with the local post office serving that area if a book has been returned as non-deliverable. If so, ask the postal worker what may have been the cause to make the book undeliverable (i.e. address mistake or other error). It would also be a good time to just say “hello” and have a brief visit with the Postmaster and other key employees as part of building that relationship.

The child receiving books each month must be registered with the USPS as living at that address, and a parent can contact their local post office at any time to be certain that the child’s name is associated with the correct mailing address.
As a last resort if there is another alternate address such as a family member who lives nearby, that address could be used to see if the books arrive as they should. This is not recommended, and should only be used as a very last resort, but it has worked in a few occasions.

After all these resources have been exhausted one must assume that the book is lost in the mail. An affiliate can replace a book by using the non-deliverables returned from the post office, if that agreement has been reached locally or by utilizing any books that may be delivered under a pseudonym (see “Suggested Entry” section on page 23). If the book needed is not available, let the family know that the book will be replaced as soon as that title is available, that it may take a bit of time, but they will get an additional book at some point. Experience has been that this approach is very acceptable to the recipient family and helps to build a trusting relationship with them.

BILLING

At the time the book order is placed each affiliate will be invoiced from The Dollywood Foundation. Affiliate invoices will be emailed to the address provided on the Affiliate Information Sheet. Invoices are dated for the first day of the month's mailing and are due upon receipt. As with any promotional item order that is submitted through your Regional Director, payment is made upon placing the order. Please include the Affiliate Mnemonic Code when submitting payment. Payments may be made each month by one of the four approved payment options. Please refer to Appendix D for a description of each option. All questions about billing and payment option should be directed to Sherry French at sfrench@dollyfoundation.com.

EVENTS

Launch Event

Other than when using online registration, each affiliate is required to use the Dolly Parton’s Imagination Library registration brochures ordered through their Regional Director. These professionally designed brochures are an excellent and inexpensive way to both promote and facilitate the Imagination Library program. Each affiliate should plan a kick-off event for their program. Part of that event should have a registration area where participants can enroll their children and ask questions. When registering children at this event the participating families should be told when to expect their first book. This is especially important if the affiliate plans to promote the program for a few weeks or months before placing their first book order.

If an affiliate plans to give copies of *The Little Engine That Could™* to children who register at this event, they should make certain to mark the registration form in some way so that the child’s information can be entered in the database to not receive a duplicate. Please review “The First Book” section under “ACTIVATION” on page 24.

Mobile devices are now compatible with [www.imaginationlibrary.com](http://www.imaginationlibrary.com) and could be used for registrations during these events, such as iPhone and tablets. Your Regional Director can help answer questions about optional electronic brochures and other methods available.
**Ongoing Locations**

Affiliates should also have other locations throughout the community where brochure displays are kept on an ongoing basis where people can come to register a child for the program. These locations may be where someone assists them in filling out the registration, answers any questions they may have, and has the opportunity to make a personal contact. This may be done by individuals within the affiliate’s staff or by chosen volunteers.

This can also be as simple as setting up brochures in a highly visible location so that members of the community can drop by and pick up the registration brochure and take it with them. When choosing a location for the registration brochure display, it is good to identify locations that the general public finds extremely reputable. Some suggestions are: Health Department, Department of Human Services, Public Library, Primary Schools, Pediatrician offices, Local Hospitals, OB-GYN/Women’s Services offices, even local businesses such as WalMart, or grocery store chains. Displays should always be kept full of brochures and checked regularly. Display stands featuring a color photo of Dolly and the Dolly Parton’s Imagination Library logo for quick legitimate identification are available for purchase. See the Promotional Items Order Forms in Appendix E.

**Promotional Events**

It is advisable for affiliates to periodically plan events designed for the sole purpose of registering children and promoting the program. Setting up a booth at local community events such as fairs, festivals, fund raisers etc., and planning other types of occasions throughout the year, is a great way to build participation and keep the program fresh in the minds of the community. One example is giving *The Little Engine That Could™* book to children attending an event who register for the program. A supply of *The Little Engine That Could™* books can be purchased from The Dollywood Foundation. Please see the specific details in regard to ordering them in the “*Little Engine Book Orders*” section on page 9. Remember to adjust each of these registrations with a “N” indicating that this child has already received *The Little Engine That Could™*, so the child will not receive a duplicate.

Regarding promotional events, any affiliate who wishes to create a promotional banner, flier, poster, or any other sort of credential that uses any artwork from a DPIL book, must first file permission papers with Penguin Group, USA and appropriate legal liners must be used in conjunction with the book image. Likewise, plans for an event that involves read-aloud, video or audio recording, or any type of performance of the books, must also be granted permission and include the appropriate legal liners. Your Regional Director will provide all forms that must be submitted, along with a sample of the art design that will be used and/or plan for the reading/performance. Your Regional Director has the forms and can assist with this endeavor as well. Failure to comply with any of these measures can be viewed as copyright infringement.
OPERATIONS SUMMARY

Receive Information

Submit Postal Forms
These forms can be found in Appendixes A – C of the Operations Manual and Reference Guide.

Define Coverage Area
Determine and set-up combinations of zip code, state, city and county, and decide if allowing online registrations.

Collect Registrations
Mark the registrations with the date received, enter the child in the BOS and keep in a file for reference.

Add Children
Enter all information including: name, address, phone, birth date, registration date, etc., into the BOS database.

Book Order Timing
To place your first book order, email Kate Phillips at The Dollywood Foundation requesting your community's status be updated from committed to operating. You will get a reply email letting you know once your request has been received. Books are ordered 1 month in advance of their delivery. The BOS will close on the 1st of each month to place the order for books that will be delivered the following month. Entries can be made until 5:00 PM (Eastern) on the 1st. In other words, all updates, additions, deletions, etc. must be completed by 5:00 PM (Eastern) on the 1st to be included in the following month's mailing. If the 1st falls on a weekend or holiday, all changes and additions should be entered on the last business day prior to the 1st. Often the system will be left open through the weekend as a courtesy, but each affiliate should still be prepared to have changes complete and their database downloaded by the last business day prior to the 1st.

Pick Up
Gather any returned, non-deliverable books at local Post Office(s) if the postmaster(s) in your area will allow it.

Contact
Manage updated address information by processing NCOA flags, calling parents, sending out postcards, checking USPS records, etc., regularly.

Database Changes
As NCOA information arrives, people call, or postcards are returned, continue making updates to your database.

<table>
<thead>
<tr>
<th>Once children have been entered in the BOS and the affiliate is ready for a book order to be placed, please notify The Dollywood Foundation by emailing Kate Phillips, at <a href="mailto:kphillips@dollyfoundation.com">kphillips@dollyfoundation.com</a>. The status must be updated from a “committed” affiliate to and “operating” affiliate. Even if children are registered, their names will not be pulled for the book order and they will not receive books until this is changed. A reply confirmation email will be sent.</th>
</tr>
</thead>
</table>

FOR SECURITY REASONS YOUR USERNAME IS GIVEN IN THE BODY OF THE EMAIL TO WHICH THIS MANUAL WAS ATTACHED.
FOR ADDITIONAL SECURITY YOUR REGIONAL DIRECTOR HAS PROVIDED YOUR TEMPORARY PASSWORD
REGIONAL DIRECTORS
Regional Directors are your first source for starting a program, assisting with established programs, ordering / reordering brochures & promotional items, and sharing ideas with other affiliates.

For Affiliates In: Alaska & Hawaii

The Regional Director is: Jeff Conyers
2700 Dollywood Parks Blvd.
Pigeon Forge, TN 37863
865-428-9608
jconyers@dollyfoundation.com

For Affiliates In:
Arkansas Iowa Nebraska Oregon
Arizona Kansas Nevada South Dakota
California Michigan New Mexico Texas
Colorado Minnesota North Dakota Utah
Idaho Missouri Ohio Washington
Illinois Montana Oklahoma Wisconsin
Indiana

The Regional Director is: Pam Hunsaker
4009 Citation Drive
Columbia, MO 65202
573-817-0117
phunsaker@imaginationlibrary.com

For Affiliates In:
Alabama Louisiana New Jersey Tennessee
Connecticut Maine New York Vermont
Delaware Maryland North Carolina Virginia
Florida Massachusetts Pennsylvania Washington D.C.
Georgia Mississippi Rhode Island West Virginia
Kentucky New Hampshire South Carolina

The Regional Director is: Christy Crouse
254 Mialaquo Circle
Loudon, TN 37774
865-368-2786
ccrouse@imaginationlibrary.com
BOOK ORDER SYSTEM (BOS)

WEBSITE / BOS INSTRUCTIONS

In order to properly bookmark the Affiliate Log-in area to the Book Order System, please save www.imaginationlibrary.com. This address includes the area which allows direct access to the BOS with no further steps. We STRONGLY recommend you DO NOT BOOKMARK any other address in the book order system because these links change frequently for multiple reasons and WILL cause bookmarks to expire!

All of the following instructions are to be followed after successfully logging in to the system.

The “Ticker” in yellow text at the top will show items of news and BOS related announcements. The Bulletin Board will also provide important information for Coordinators and Data Clerks. Shortcut icons are located on the left, and direct links to the Help Center and BOS Support are on the right, including Frequently Asked Questions (FAQ’s) and Favorite Articles.
Initial Log-in and Ongoing Updates

1. Visit www.imaginationlibrary.com and select USA from the top right corner and click “Go”
2. Scroll to the bottom of the screen. Click on “Affiliate Log-in”
3. On the Log-in Form, enter your username and password and click “Submit”
   *All usernames & passwords are case sensitive

After logging in to the BOS for the first time, the Main Coordinator should immediately:

a. Change your password to something that is familiar to you and easy to remember
   Place the cursor on “System” and select “Change password”
   Enter the temporary password that was provided by your Regional Director. Using
   our Password Strength checker, enter a new password (a combination of letters and
   numbers is best). Retype this same new password and click “Save Now”

b. Update the Main Coordinator information
   Place the cursor on “Coordinator” and move it down to “Coordinator” to select
   “Search/Edit”
   When the next window opens with your affiliate community name showing, click “Go
   When your name appears, click “Edit”
   Review your information and make any changes needed
   Click “Save and Exit”

b. Update the Affiliate information
   Place the cursor on “Coordinator” and select “Affiliates”
   Click “Edit”
   Review your information and make any changes needed
   Click “Save & Continue”

Any time there are changes to be made in these areas, please follow the same steps above. Some
affiliate information must have approval from The Dollywood Foundation before the change is
visible. Those changes will be saved in a pending file for approval. System administrators check the
pending file daily and changes are generally made within two business days. Once approved, these
changes will be seen in the BOS and on the main website.

To Add/Update Coverage Area

1. Place the cursor on ”Coordinator” and select ”Affiliates”
2. Click the globe icon and review the combination of zip, state, city and county
3. To add a new zip code to your coverage area, click “New Area” and insert zip code

From the drop-down menu options beside each field select the state, city and county. If this
combination is not already covered by another affiliate click “Save” and proceed. If this particular
combination is covered by another affiliate, please contact your Regional Director for further assistance.

*If allowing online registration, there is an option to add a “Frontend flag” that will appear on the
website, in case there is a specific message you would like to share with families in that zip code.
The combination that you select for a message to appear must be deleted and then added to the
BOS again for it to appear on the main website. For instance, a Frontend Flag message might be
necessary if a Dolly Parton’s Imagination Library community is sponsored in portion. One example
may be a message such as: “We provide Dolly’s Imagination Library to preschool children living in the Smallville School District.” If there is a combination of zip code, state, city and county that does not automatically appear in the menu options, please send an email to support@imaginationlibrary.com.

Security
Exceptional measures have been taken to protect the integrity and security of all information contained within the publicly accessible website and the affiliate-only accessible BOS as follows:
1. All log-in areas are secured with Security Certification through Starfield Security with no less than 256-bit encryption.
2. All systems in place require all users to choose a password that must pass a system strength test.
3. All systems in place require all users to change their password within 30, 60 or 90 days, according to what level of access they have.
4. All functions, features and actions are monitored 24/7 and all IP addresses are logged.
5. All data is mirrored through dual databases which reside on multiple servers in multiple locations with RAID redundancy.
6. In addition to mirrored data, there are additional global backups that occur each day which backup all book order system data, in unspecified locations both for security and data integrity.
7. In the case of a catastrophic failure due to an act of God, the entire system could be restored and back on-line with 95% - 100% restoration within a matter of hours.

The Dollywood Foundation and the BOS Support Team take data security and integrity very seriously. In fact, there is nothing more important than protection of this database. For the life of the system, together we have managed a 0% data loss and have never experienced a breach in security.

Questions and Support
Most common questions are answered under the (FAQ’s) area in the Support Center. Please check this first in order to receive the most immediate assistance. If a question cannot be found in that area, there are email and Live Chat options so that a support staff member can provide assistance.

Another resource for common questions is this Operations Manual and Reference Guide. Most questions can be answered by the information contained in each categorized section as well as in the FAQ’s section at the end. Affiliates may find the answers in our online support system at: www.support.imaginationlibrary.com

A last resource for more unique questions is your Regional Director. They are your direct liaison and personal contact with The Dollywood Foundation, in order to maintain a lasting relationship. Their contact information is in the “Regional Directors” section of this manual on page 18.

DATABASE ENTRY

Building The Database
1. Visit www.imaginationlibrary.com
2. Select USA from the top right corner
3. Scroll to the bottom of the screen. Click on “Affiliate Log-in”
4. On the Log-in Form, enter username & password and click “Submit”
5. This will direct you to the BOS and a task bar showing Coordinator | Reports | Store | System
Enter the registration information for each child before the first book order is placed. When adding a child to your database, first make certain that the zip code of their address is included in your coverage area.

Adding Children To Your Database
1. Place the cursor on “Coordinator” and move it to “Children” to select “Add” (or as a shortcut, click the “Add Child” icon on the left side of the screen)
2. Enter the child’s last name, middle initial, first name, date of birth, and click “Go”
3. Enter the child’s “Identification” information in the appropriate fields.
   * When entering new children into the system it will automatically default to “Y” for them to receive The Little Engine That Could™ as a Welcome Book. If a child that has already received this book is being entered into the database, please change the setting to “N” so a duplicate is not mailed. If entering multiple children that received this book at a promotional event, that field must be set to “N” for each.
4. Enter Parent(s) names and any other important information
   * There are 4 “additional information” fields where an affiliate can enter information that they may wish to track about the children in the database. Some examples of items to be tracked are the school district in which the child lives, other programs provided by the affiliate in which the child participates, if the child’s family uses English as a second language, or which display location the family utilized to sign-up for the program. These fields may be left blank if the affiliate does not wish to use them.
5. Enter Address Information (using the “Check Address” button to compare the address with the USPS information) as well as email address and phone number (if provided)
6. If the family has provided an email address, enter it after the ‘County’ field, and check the box below to create an account for the parent, in order for them to access their child’s information online. The BOS automatically sends the family a welcome email with instructions on how to log in when the registration is saved.
7. After data for the child has been correctly entered click “Save & Next” for additional entries; click “Save & Exit” with the last entry; clicking “Back” returns you to the previous screen in case of any data entry error.

Duplicate Entries
The BOS will flag a duplicate entry based upon a child’s name, address and birthday. However, without an identifiable constant, such as social security number, which cannot be used due to security and privacy issues, it is possible to miss a duplicate entry due to some variations in entry. Each coordinator should consider quickly scanning the database before data entry to see if the child had previously been registered by another family member. For online registrations in the pending file, all coordinators should check each entry carefully before “approving” a child. Coordinators will also need to periodically scan the database for duplicates. This can be accomplished quickly by downloading the full database into Microsoft Excel and sorting by last name and/or address.

When using this report, do not make changes or edits to the data on the downloaded Excel file. Any changes or edits made there will not be reflected in the actual database and therefore none of the changes or edits will affect the children registered. The download is a simplification tool for use in reporting, counting, sorting, categorizing and reviewing the database. All changes or edits must be made in the database itself in order to be reflected in each child’s information.
DATABASE PERSONNEL

It is mandatory that any person who should need access to your database, each has separate log-in credentials. The following terms used in the BOS are defined here:

**Main Coordinator:** This is the person in charge of the Imagination Library program and for keeping all online records, contacts, billing and shipping information accurate and up-to-date. The Main Coordinator should also be the primary contact and the person managing the database. The Main Coordinator has the highest level of access to edit coverage areas, affiliate organization information, generate statistical reports and maintain all contact information for their staff. This person will also determine who the additional coordinators, data entry clerks and associates are for the program and add them to the system.

**Coordinator:** Additional Coordinators have the second highest level of access, in order to edit coverage areas, affiliate organization information, generate reports and maintain all contact information for the organization members as well as children’s registrations in the system.

**Data Clerk:** This is an individual who the coordinator has identified as someone who has access to the database to be able to enter, update and delete children. A data clerk only has access to this portion of the database to manage children’s information and generate statistical reports.

**Associate:** This is a person who only receives important announcements, newsletters and other updates involving Dolly Parton’s Imagination Library program. This may be the local champion, sponsor, community leaders, Board members and/or other individuals instrumental in the success of the program. They do not have access to enter data or generate reports.

**Suggested Entry**

One very effective and simple way to both track book delivery and gain a copy of each title is to register six different pseudonyms. Use staff, or any fictitious names and the office mailing address. Each month a book will be delivered to that address and serves as a way to take note of when they arrive and then to build a full library for that year. The books can be used for display at promotional events or to replace a book on the occasion that a child missed one. Enter one differently named person with a birth date in the current year and each of the past five years and always use December as the birth month. The exception is in the youngest (Group 1) of children for the current year. Their birth month should be listed as January or the system will flag it as an invalid entry. In January of each new year, add a new pseudonym child as being born in January of that current year, and then also change the birth date of the previous year’s Group 1 child from January to December. Please do not name all of these entries with the same name – they will be removed as duplicates and you will not receive those books.

**ACTIVATION**

**First Book Order**

Once the affiliate is ready to order books, notify Kate Phillips at kphillips@dollyfoundation.com. A reply email will be sent in response to the request. The status in the BOS must be updated from a “committed” affiliate to an “operating” affiliate. Even if children are registered, their names will not be included in the book order and they will not receive books until this status is changed. Once the status has been changed, it will remain as “operating” and no further requests are necessary.

**Book Orders**

The BOS will close around the 1st of each month to place the order for books that will be delivered the following month. Entries can be made until 5:00 PM (Eastern) on the 1st. In other words, all updates, additions, deletions, etc. must be completed by 5:00 PM (Eastern) on the 1st to be
included in the following month’s mailing. If the 1st falls on a weekend or holiday, all changes and additions should be entered on the last business day prior to the 1st. Often the system will be left open through the weekend as a courtesy, but each affiliate should still be prepared to have changes complete and their database downloaded by the last business day prior to the 1st. For a calendar of all scheduled closings please visit: https://imaginationlibrary.com/calendar.php

For example:
- Children added between February 2nd - March 1st 5:00 PM (Eastern) will receive books in April
- Children added between March 2nd - April 1st 5:00 PM (Eastern) will receive books in May

The First Book
The first book each child receives, the Welcome Book, is a special customized edition of the classic version of *The Little Engine That Could™* with a letter from Dolly welcoming them to the program while expressing the excitement and joy that reading can bring. Even if a child is turning five and will only receive one book from the program, this is the book they will receive.

When adding children to your database, the BOS will automatically default to “Y” for them to receive *The Little Engine That Could™*. If a child that has already received this book is being entered into the database, please change the setting to “N” so a duplicate is not mailed. If entering multiple children that received this book at an event, that field must be set to “N” for each child.

The Last Book
When a child turns five they will receive a special Graduation Book. It is a special customized edition of *Look Out, Kindergarten, Here I Come!* and contains a letter from Dolly to the child encouraging him/her to continue reading and enjoy school. (A child registered for the program at nearly graduation age who will only be eligible to receive one book will not receive this book but rather the special edition of the classic version of *The Little Engine That Could™*.) Graduating children will automatically be removed from the BOS after their final book has been delivered.

General Instruction
Remember to check the BOS Home Page Bulletin Board for important announcements. For online instructions on all procedures as well as general information and questions about the program, please visit our SUPPORT CENTER for technical assistance. Scroll through the list of topics or use the search box to type in a specific keyword for more results. This Operations Manual combined with the BOS SUPPORT CENTER should answer questions about your program and database.

**KEEP YOUR COMPUTER FREE OF OLD INTERNET FILES, STORED COOKIES & AUTO-FILL**
1. Close all programs that are open on your computer
2. Open “Start” menu
3. Open “Control Panel”
4. Select “Internet Options”
5. In the Internet Properties window, in the “General” tab under “Browsing history” click “Delete”
6. In the Delete Browsing History window, select any other files to remove and click “Delete” for removal. Click “OK” when complete.
*For further assistance, please email: support@imaginationlibrary.com*
**Updating Affiliate Information**
This area should be checked regularly and when there is a change in the information for that contact, it should be updated immediately by the Main Coordinator. Some information, once changed will not be visible right away. Some fields require approval by The Dollywood Foundation before the change is seen. To access this area:
1. Place the cursor on “Coordinator” and move it to “Affiliates” to select “Search/Edit”
2. When your affiliate community name appears, click “Go”
3. Click “Edit” to change the necessary information
4. Click “Save & Continue”

**Updating Coordinator Information**
1. Place the cursor on “Coordinator” and move it to “Coordinator” to select “Search/Edit”
2. When your affiliate community name appears, click “Go”
3. Locate the Coordinator name and click “Edit” to change the necessary information
4. Click “Save and Exit”

**Adding an Additional Coordinator**
1. Place the cursor on “Coordinator” and move it to “Coordinator” to select “Add”
2. Fill in all required fields
3. Click “Save and Exit”

**Deleting an Additional Coordinator**
1. Place the cursor on “Coordinator” and move it to “Coordinator” to select “Search/Edit”
2. When your affiliate community name appears, click “Go”
3. Locate the Coordinator name and click “Edit”
4. Click “Delete”
5. When the prompt “Are you sure to delete this item?” appears, click “OK”
   (as a shortcut, click the “Edit Profile” icon on the left to update your current information)

*Please note: The Main Coordinator for the program cannot be deleted. This person has a red “M” beside their name, and if there is a change, reassign the information to the new Main Coordinator. They will keep the username, but get a new password by following the “FORGOT PASSWORD?” directions after the email address has been updated. If they have left without updating the profile, please email: kphillips@dollyfoundation.com

**Updating Data Clerk Information**
1. Place the cursor on “Coordinator” and move it to “Data Clerk” to select “Search/Edit”
2. When your affiliate community name appears, click “Go”
3. Locate the Data Clerk name and click “Edit”
4. Change the necessary information
5. Click “Save and Exit”

**Adding a Data Clerk**
1. Place the cursor on “Coordinator” and move it to “Data Clerk” to select “Add”
2. Fill in all required fields
3. Click “Save and Exit”
Deleting a Data Clerk
1. Place the cursor on “Coordinator” and move it to “Data Clerk” to select “Search/Edit”
2. When your affiliate community name appears, click “Go”
3. Locate the Data Clerk name and click “Edit”
4. Click “Delete” and when the prompt “Are you sure to delete this item?” appears, click “OK”

Updating Associate Information
1. Place the cursor on “Coordinator” and move it to “Associate” to select “Search/Edit”
2. When your affiliate community name appears, click “Go”, fill in the Associate’s name to pull up one Associate, or leave the name fields empty and a list of Associates will appear.
3. Locate the Associate name and click “Edit”
4. Change the necessary information
5. Click “Save and Exit”

Adding an Associate
1. Place the cursor on “Coordinator” and move it to “Associate” to select “Add”
2. Fill in all required fields
3. Click “Save and Exit”

Deleting an Associate
1. Place the cursor on “Coordinator” and move it to “Associate” to select “Search/Edit”
2. When your affiliate community name appears, click “Go”.
3. Locate the Associate name, and click “Edit”
4. Click “Delete” and when the prompt “Are you sure to delete this item?” appears, click “OK”

HOW-TO VIDEOS
Our instructions are also located on Dolly Parton’s Imagination Library private YouTube channel. Click the following links for several video tutorials:

Getting Started (40 minutes)
Chapter 1 - Program Launch Pre-Launch
Chapter 2 - Understanding your BOS (Book Order System)
Chapter 3 - Understanding the Benefits of Online Registration
Chapter 4 - Adding More Team Members
Chapter 5 - Program Startup Guide
Chapter 6 - Meet Your Team of Regional Directors
Chapter 7 - Understanding Website
Chapter 8 - Meet The Dollywood Foundation
"The Journey of an Imagination Library Book"
“Be the Champion for the Children in Your Community”
“How to Find the Champion of Dolly Parton's Imagination Library in Your Community!”
“How to Find Your Regional Director”
“Put More FUN in Fundraising”
FORGOTTEN PASSWORD?

1. Go to www.imaginationlibrary.com
2. Scroll to the bottom of the screen. Click on “Affiliate Log-in”
3. On the Log-in Form, select “Log-in Recovery” and enter your username on the next form. Click “Submit” for a new password to be sent directly to the email address associated with that username
4. Log-in with that password (we recommend that you copy and paste this temporary password of characters that are easy to mistype. Immediately, you will be prompted to change the temporary (Old) password to something that is familiar to you and easy to remember (usernames & passwords are case sensitive). Using our Password Strength checker, enter a new password (a combination of letters and numbers is best). Retype this same new password and click “Save Now”

* PLEASE NOTE: THE TEMPORARY PASSWORD WILL BE SENT TO THE EMAIL ADDRESS ASSOCIATED WITH THE USERNAME, THEREFORE IT IS VERY IMPORTANT TO MAKE SURE ALL COORDINATOR AND DATA CLERK CONTACT INFORMATION IS CURRENT.

TO CHANGE A PASSWORD

1. After successful log in to the BOS, place the cursor on “System” and select “Change Password”
2. Enter your old password. Using our Password Strength Checker, enter a new password. Retype this same new password and click “Save Now”

* Users are prompted every 30, 60 or 90 days, according to what level of access they have.

* PLEASE NOTE: Remove any settings that automatically store passwords. If you experience a situation in which, after several attempts to log-in, you receive a message “invalid user name or password” it is possible your password may have expired. In this case, please go directly to the website: (www.imaginationlibrary.com), and follow the same steps above.
REGISTRATION

Information for updating the existing database is gained through parents calling when they change addresses, by adding new registrations as they arrive, by NCOA flagged addresses, and by any communication from the post office(s). Based on any information an affiliate may receive from the postal service, an effective response is to contact the family to obtain updated information and/or delete those children who have moved outside their community.

Also, as a first line of action, a coordinator should check the USPS website to see if the address is valid. Visit: “Zip Code Lookup” and enter the address in the appropriate fields. This site will provide a message if the address is valid and at times suggest the correction for invalid addresses.

Due to the mandated NCOA process, if a family submitted a change of address that has been updated in the USPS records, their new address information will be provided to the affiliate after the monthly process. For those who have not put in a change of address, the NCOA process will offer information about the validity of that address.

Updating a Child’s Information
1. Place the cursor on “Coordinator” and move it to “Children” to select “Search/Edit”
2. Enter the child’s last name for a listing of all the children with that last name; or enter the child’s last initial for a list of all children whose last name begins with that letter; or leave the field blank (do not enter any name) for the full list of all children
3. Click “Go” (Depending on file size and connection speed, the list may take a few moments to appear)
4. Locate the child and click “Edit” at the end of that child’s information row
5. Change the necessary information
6. Click “Save & Exit” at the right of the screen. The system will return to the child list

Deleting a Child
1. Place the cursor on “Coordinator” and move it to “Children” to select “Search/Edit”
2. Enter the child’s last name for a listing of all the children with that last name; or enter the child’s last initial for a list of all children whose last name begins with that letter; or leave the field blank (do not enter any name) for the full list of all children
3. Click “Go” (Depending on file size and connection speed, the list may take a few moments to appear)
4. Locate the child and click “Edit” at the end of that child’s information row
5. Click “Delete”
6. When the prompt “Are you sure to delete this child?” appears, click “OK”

View All or Part of The Database
1. Place the cursor on “Coordinator” and move it to “Children” to select “Search/Edit”
2. Enter the child’s last name for a listing of all the children with that last name; or enter the child’s last initial for a list of all children whose last name begins with that letter; or leave the field blank (do not enter any name) for the full list of all children
3. Click “Go”
4. To see the next or previous page, click either one of the directional arrows in the bottom right corner to move forward or back one page at a time, or select the page number in the “Go to page” field at the bottom left of the screen and click “Go”
Online Registration

The Dollywood Foundation offers free online registration for any affiliate. Participation in online registration is completely voluntary and an affiliate may turn this feature “off” at any time. For affiliates that allow online registration, when a parent/legal guardian visits www.imaginationlibrary.com and clicks “Register My Child” they will be prompted to enter their place of residence. If there is an operating program in their community, the website allows them to submit a registration form for review. The request for registration is saved in a list of pending children that the affiliate’s coordinator can either approve or deny. If approved, the child will be automatically added to the database.

In order to participate in online registration, the affiliate must turn “on” this feature within the database and also set-up their coverage area by listing all the zip codes in their geographic area. Setting up these parameters is the basis upon which the system determines if a child is eligible for registration into the affiliate’s database. Instructions for allowing online registration (turning it “on” or “off”), setting up coverage areas and other resources are listed below.

The general information in regard to online registration is:

- It is an optional feature. Each affiliate may choose to offer it to their local community, but it is not required.
- It is a free service. There is no charge for allowing this feature for your community.
- The feature can be added or removed at any time. Allowing or not allowing this feature as part of your program is entirely your decision and can be reversed at any time by turning it “on” or “off” in the database.
- Registrations received online will be received into a “pending children” file for the program coordinator to approve. When a parent/legal guardian visits the website to register their child online, the registration will be saved in a “pending” file for their local affiliate to review or they will receive a message that no Imagination Library program is available in their area at this time. Each program coordinator must check the pending children list and review the information for each child making sure the information is (1) complete, (2) accurate, and (3) not a duplicate of a child already existing in the affiliate’s database. Please note that the system will filter nearly all duplicates and flag any child in the pending file that appears to be a duplicate; however, since there is no individually specific identification specification with registration occasionally a child with a differing address, for example, will not be tagged as duplicate even though it exists in the system. Coordinators should regularly check their database for possible duplicates. After checking the pending list, the coordinator will choose to approve or deny the child into their database. Only on a very rare occasion would a coordinator deny a child’s registration. The reasons to deny a child’s registration are already listed in the BOS. Examples include the child living outside the affiliate’s coverage area, or if a child it too old. These situations will almost always be filtered out before it reaches the pending list, but due to some affiliate specifics in certain circumstances, the occasional child’s registration will fall into one of these categories. If a child is denied, an automatic email is sent to the parent/legal guardian who attempted to register the child.
- Approved online registrations will be automatically added to the affiliate’s database. Once approved by the program’s coordinator (who should review each one carefully before accepting it), the registration will go directly into the database without retyping it.
To Add/Update Coverage Area
When the database is created, only one combination of zip code, state, city and county is entered for your program's coverage area. The Main Coordinator is responsible for adding other combinations as outlined in the Affiliate Information Form submitted by your Regional Director.

1. Place the cursor on “Coordinator” and select “Affiliates”
2. Click the globe icon and choose from the following options:

   If information for an existing zip code has changed:
   Find the zip code and click “Edit”
   From the drop-down menu options beside each field review the state, city and county
   Correct the information and click “Save”

   If deleting a zip code from your coverage area list:
   Find the zip code and click the red “X”
   When the prompt “Are you sure to delete this item?” appears, click “OK”

   If adding a new zip code to your coverage area:
   Click “New Area”
   Fill in all fields and click “Save”
   From the drop-down menu options beside each field select the state, city and county. If this combination is not already covered by another affiliate click “Save” and proceed. If this particular combination is covered by another affiliate, please contact your Regional Director.

*If allowing online registration, there is an option to add a "Frontend flag" that will appear on the website, in case there is a specific message you would like to share with families in that zip code. For instance, a Front End Flag message might be necessary if an Imagination Library community is sponsored in portion. The combination of zip code, state, city and county that you select for a message to appear must be deleted and then added to the BOS again for it to appear on the main website. One example may be a message such as: “We provide Dolly’s Imagination Library to preschool children living in the Smallville School District.”

If there is a combination of zip code, state, city and county that does not automatically appear in the menu options, please contact support@imaginationlibrary.com

Turn "on" to Allow Online Registration:
1. Place the cursor on “Coordinator” and select “Affiliates”
2. Click the red circle icon
3. The message “You are not currently allowing Online Registration. Would you like to START accepting Online Registrations now?” will appear. Select “Yes” and click “Update”

Turn “off” to Discontinue Online Registration:
1. Place the cursor on “Coordinator” and select “Affiliates”
2. Click the blue arrow icon
3. The message “You are currently accepting online registrations. Would you like to STOP accepting online registrations?” will appear. Select “Yes” and click “Update”

Pending Children
Place the cursor on “Coordinator” and move it to “Children” then “Pending” to select “New Registrations” from the menu options to see any new information pending approval or denial. Each coordinator should click “Edit” and review the information for each child. Click “approve” and the child’s information will be automatically added to the database and the parent/legal guardian will receive an email providing details of the registration. Alternately, the coordinator may choose to click “Deny” for one of the reasons already listed in the BOS.

REPORTS

Child Lists
This report allows the affiliate to download the entire database into an Excel file. The header row of the downloaded Excel file will also contain columns for online registration and regular registration so that each child can be identified by how his/her registration was received.

To save a downloaded Excel file of your database before the BOS closes each month:

1. Place the cursor on “Reports” and select “Child Lists”
2. When you see your affiliate community name, click “Go”
3. When the File Generation is Completed, select “Click here to download”
4. The File Download window will appear with “Do you want to open or save this file?”
   - Click “Save”
   - In the Save In field (top box) choose the location where the file is to be saved
   - In the File Name field (box) choose a name for the file that is easily retrievable
   - In the Save As Type field (box) it should already indicate Comma Delimited (CSV) – (or it may display the words Microsoft Office Excel Comma Separated…)
   - Click on the down arrow for that field (box) and highlight Microsoft Excel Workbook file type from the list. (This option is often the first one on the list therefore you may have to scroll up in order to see the Microsoft Excel Workbook option.)
   - Click “Save”

NCOA Child Lists
To see if books will mailed to a child who was flagged for address issues, download the NCOA Child Lists in the BOS. The report will list all the child’s contact information along with a column titled MAILED. The letter “Y” will show if a book will be mailed. “N” will show if a book will not be mailed. This list can be used as a tool for contacting parents when they are flagged by NCOA.

Child Summary
The information on this report shows the number and percent of children registered through regular registration, online registration and the total number of children registered.

Child Denial
Children who were not registered will appear on this list, divided by reasons of denial.

Book Counts
The information on this report indicates the number of online and standard registrations in addition to the counts for each age group each month that have always been available in the past. Select the month and year for which a report is desired, and then click “results.”

**Generating Custom Reports**
1. Place the cursor on “Reports” and select “Generate Custom Reports”
2. Choose from the various data fields provided to generate the information you wish to obtain
3. Click “Generate Reports”
4. Click “Report” to export this information to an Excel spreadsheet for printing, sorting and saving

**Downloading Your Database**
This is important to do before the Book Order System (BOS) closes for the Monthly Process.
1. Place the cursor on “Reports” and select “Child Lists”
2. When you see your affiliate community name, click “Go”
3. When the File Generation is Completed, select “Click here to download”
4. The File Download window will appear with “Do you want to open or save this file?”
   - Click “Save”
   - In the Save In field (top box) choose the location where the file is to be saved
   - In the File Name field (box) choose a name for the file that is easily retrievable
   - In the Save As Type field (box) it should already indicate Comma Delimited (CSV) – (or it may display the words Microsoft Office Excel Comma Separated…)
   - Click on the down arrow for that field (box) and highlight Microsoft Excel Workbook file type from the list. (This option is often the first one on the list therefore you may have to scroll up in order to see the Microsoft Excel Workbook option.)
   - Click “Save”

**Viewing Monthly Book Count Itemization**
1. Place the cursor on “Reports” and select “Book Counts” to open Monthly Count Select page
2. Select appropriate Year and Month
3. Click “Results” to view the book counts by Total Enrollment, Welcome Book, Graduation, and Regular books, divided by age group for the Community
4. Print this page or click “Report” to export the information into an Excel spreadsheet for printing and saving
NCOA (NATIONAL CHANGE OF ADDRESS) INSTRUCTIONS AND FAQ’s

This information will be placed in the “Urgent Alerts” area of the BOS which are displayed immediately upon log-in when children are flagged and pending:

What should I expect from NCOA?
Once the NCOA process is complete, flagged children will be placed in the “Urgent Alerts” area of the BOS. Upon each log-in, a coordinator or data clerk will be sent directly into this area so that these important items can be addressed as quickly as possible. It is possible to “Ignore & Close” the Urgent Alerts up to ten times, each month, if something important needs to be done in the database; but after that, the coordinator or data clerk will have no other option but to first address the items in this “Urgent Alerts” area before any additional access to the database is permitted.

It is important to address all items in the Urgent Alerts area as soon as possible.
In the “Urgent Alerts” area, coordinators and data clerks will see notifications about flagged children in the database. When the “NCOA Alerts” button is clicked, a list of children will be shown. When editing each child, one at a time, there is a “Check Address” button next to the address. This button checks the address directly with the USPS. Corrected fields are highlighted in yellow. In this area, you may also compare the NCOA Data by clicking the “Show NCOA Data” button. Click “Use This Address” to update the BOS record. Then “Save & Close” if the address matches, or click “Save & Next” to continue to the next child on the list.

If a child on the list has an address outside the community’s coverage area, after manually changing the address and verifying that it is valid with USPS, use the “Check Transfer Availability” button to see if there is an affiliate who covers the child's new address.

For more information about how to complete this process, please visit the online Support Center and select “NCOA & Urgent Alerts” for helpful articles that explain the steps.
The USPS website can tell you if an address is valid or not, but cannot tell you if a certain individual lives at a given address, therefore the family receiving the books must update their address and list of individuals who may receive mail at that address, with the USPS by completing a “Change-Of-Address” form online at www.usps.com for a small fee. This can also be printed online then filled out manually and delivered to the post office by hand for free at local post offices. These forms are kept behind the counter.

Another reason is the nature of NCOA, it is very specific. For example, if John Smith’s name in your database is listed in NCOA as Jon Smith or J. Smith, that will be flagged. If a parent lives with a friend or relative and the books arrive in c/o the parent, and the parent’s name is not listed with the USPS associated to that address, the child may be flagged as an NCOA bad address.

Likewise, if John Smith’s address is in your database as 123 Main Cr. abbreviated for “123 Main Circle”, NCOA could see this as a bad address because “Cr” is not considered a true abbreviation by the USPS. For “Circle” they prefer “CIR” – “Cr” could possibly be determined as meaning “Creek.” Please visit USPS Official Abbreviations for more information.

What happens to addresses in the “Urgent Alerts” area?
The addresses that are sent to the “Urgent Alerts” area have been removed from your Dolly’s Imagination Library database and will remain in the “Urgent Alerts” file until they are corrected and restored to your database, deleted, or transferred to another active affiliate. After 60 days the child is automatically removed from the system.

Will books continue to go to addresses that are considered bad and then be returned as non-deliverable?
Please review the section in our Support Center on possible “situations” for further explanation on what causes this to happen. If a child’s address has been flagged as a bad address by NCOA, after 60 days it will be removed from your Dolly’s Imagination Library database.
If multiple children receive books in one home could one or more of them be marked as a bad address, but not the other(s)?

It is possible for families with multiple children in the program to have some children receive books with no problem and other(s) be flagged as a bad address. Most often it will be a typing error or the family/individual not being listed as living at that particular address according to USPS records. The most common reason is when a child has a different last name than the parent.

What if I have an address in my “NCOA bad address” file that has been a good address in the past and children have been receiving books there? Why would it be in my "NCOA bad address” file?

Often, even if an address is not exactly as the USPS would prefer it, the local postal carriers know the address, and often know who lives there and will still deliver mail to that address. However, NCOA processing is very specific and one variation on the address can be incorrect and that child will be pending until the address is corrected. Most often it will be a typing error or the individual not being listed as living at that particular address according to USPS records.

If there are further questions regarding NCOA or Urgent Alerts, please visit our online Support Center or call the National Customer Support Center at 1-800-238-3150 ext. 3.

PARENT LOG IN INSTRUCTIONS

Please share these steps for parents who inquire about logging in and/or password recovery:

1. Go to https://usa.imaginationlibrary.com
2. Click "Parent Login" on the left side of the screen
3. A new window will open at the top of the screen asking for your username and password. This will allow you to log in and access your account to update an address or also see what book is being mailed this month.

You may also select "Login Recovery" and enter your email address for password assistance. A temporary password will be sent with 5-10 minutes.

*Please be sure that the parent checks their spam filter settings so that any email from ____@imaginationlibrary.com is not marked as junk mail.

RECORD KEEPING

Record keeping in general is for internal affiliate use and for specific tracking. Each affiliate has access to their entire database, but should also keep the actual registration forms in files. Any office supply store will have 4 X 6 file boxes and index tabs. It is also important to keep track of which book each group has received. If a child misses a book, this will determine which books need to be given. Books which have been returned from the post office (when allowed by the local Postmaster(s)) and not claimed by parents should be kept on hand in the office so there will be a supply of books to fill the need. An easy way to keep this information is on a Microsoft Excel spreadsheet listing the titles, what month and year they were sent, for which group, and that group’s birth year.
Book titles are listed in the BOS by clicking “List of Books Mailed” in the top right corner for the current and previous months. Print this list of titles each month for your records. Also, each month after all changes: updates, deletions, new entries, etc. have been made to the database, each affiliate should download a copy of their database for the next month’s mailing. This practice will give the affiliate accurate records of the registered children for each month’s mailing and assist in other statistical reporting.

**ACCEPTING DONATIONS**

If you would like to add a feature for individuals to donate money to your Dolly’s Imagination Library program, you may do so by adding a PayPal “Donate Now” button to your profile. In fact, with PayPal, people can even donate using their mobile phones and devices. When viewing your organization information on [www.imaginationlibrary.com](http://www.imaginationlibrary.com), the "Donate Now" button will show automatically.

It is easy to add this feature and create a PayPal donate button. Click [here](http://www.imaginationlibrary.com) to see how!

Once you have created your free PayPal "Donate Button", the Main Coordinator may log-in to the BOS and place the cursor on “Coordinator” to select "PayPal Button" from the menu. A new screen allows the Main Coordinator to paste the PayPal donation button code. On this page, please read the guidelines and additional information, the click "Agree and Submit" and an Administrator will approve your donation button and notify you accordingly.

**ENHANCED PROFILE**

An [enhanced profile](http://www.imaginationlibrary.com) is a page on www.imaginationlibrary.com that provides detailed contact information and can also link to your social media and Paypal account for donations. You may add information to your enhanced profile through the Book Order System by logging in as a Coordinator, then go to the Coordinator Menu and choosing Enhanced Profile.

**IMAGINATION LIBRARY MINI-SITES**

A Mini-Site is another way for you to assist the members of your local community and is a free service provided by The Dollywood Foundation. Click on “Get My Own Website!” in the bottom left corner to provide our support team with your information. Create one using our user-friendly system, with design templates already available, and share information about your specific program with parents and legal guardians of children interested in joining DPIL. There is an annual domain registration fee that is currently $10.95 (minor changes in this price may be seen from year to year).

**MAILCHIMP NEWSLETTERS**

Main Coordinators are now experiencing the benefits of MailChimp when it comes to program promotion, promoting fundraisers, reading events and keeping your parent informed. [CLICK HERE](http://www.imaginationlibrary.com) to view a recorded webinar explaining the steps for creating a MailChimp account and sending newsletters, on the private YouTube channel for Dolly Parton’s Imagination Library.
FAQ’s (FREQUENTLY ASKED QUESTIONS)

Regarding Books

Q. When will a child receive his/her first book?

A. **It generally takes 6-9 weeks from the time of enrollment until the first book is received.** The BOS will close on the 1st of each month to place the order for books that will be delivered the following month. Entries can be made until 5:00 PM (Eastern) on the 1st. In other words, all updates, additions, deletions, etc. must be completed by 5:00 PM (Eastern) on the 1st to be included in the following month's mailing. If the 1st falls on a weekend or holiday, all changes and additions should be entered on the last business day prior to the 1st. Often the system will be left open through the weekend as a courtesy, but each affiliate should still be prepared to have changes complete and their database downloaded by the last business day prior to the 1st.

For example:

- Children added between February 2nd - March 1st 5:00 PM (Eastern) will receive books in April
- Children added between March 2nd - April 1st 5:00 PM (Eastern) will receive books in May

Q. When do the books arrive each month?

A. **The books generally arrive the third week of the month.** Occasionally they will arrive sooner, and during holiday seasons, there may be expected delays. Please remember they can arrive at any time during the month – even right up to the last day. For mailing dates, check the “List of Books Mailed” in the BOS.

Q. In a family with multiple children receiving books, will each child receive their book on the same day?

A. **Books will arrive at slightly different times.** The books are mailed third class bulk rate non-profit mail and are based upon their size and weight. Therefore they will often arrive on different days for multiple children in one given home. Please encourage each family to utilize this as an opportunity to create and share in the excitement for each sibling the day their book arrives and have additional chances to be enthused about the arrival of the books.

Q. What if a child doesn’t receive a book?

A. **First, visit our list of possible situations for a missing book.** There are many possible reasons why a child might not receive a book. Fortunately, often the book is not actually missing but rather not due yet for delivery, or simply delayed. For a list of the most common reasons, including the best way to address them and locate the book, please see “Missed Books” under the “Postal Service” section of this manual on page 14.
Regarding Database Personnel

Q. I have just been assigned as the program’s Main Coordinator. What do I do first?

A. Welcome! Please review the information and instructions in the “Initial Log-in and Ongoing Updates” section of this manual on page 20. Many online resources are also available for Main Coordinators and we strive to make this experience as user-friendly as possible. The first thing to do is to carefully read this manual then log-in to the system at www.imaginationlibrary.com, with the username included in your email and the temporary password given to you by your Regional Director.

If you replace a previous coordinator, please follow the same steps using their original username and password. If that information was not provided, please contact Kate Phillips, at kphillips@dollyfoundation.com

Q. I see my username in the email that included this manual, what about my password?

A. Once the Memorandum of Agreement and Affiliate Information Form have been received, your Regional Director will provide a temporary password. If that password has been forgotten, please contact your Regional Director and he/she will be happy to offer a quick reminder. Once you log-in for the first time, change your password to something that is familiar to you and easy to remember.

Q. I have forgotten my password, what should I do?

A. Log-in Recovery. Go directly to the website (www.imaginationlibrary.com) and select United States in the top right corner. Scroll to the bottom of the screen and click on “Affiliate Log-in” to access the Log-in Form. Select “Log-in Recovery” and enter your username before clicking “Submit” for a new password to be sent directly to the email address associated with your username.

Use that temporary password (we recommend that you copy and paste the temporary password as it will be a combination of characters that are easy to mistype). Immediately, you will be prompted to change the temporary password to something that is familiar to you and easy to remember.

Q. Who is my Regional Director?

A. Regional Directors as assigned by state. Please see the “Regional Directors” section on page 18 for the contact information specific to your location. You may also go to www.imaginationlibrary.com, click “About Our Program” and select “Our Team” from the menu. At the bottom of the next screen, click “Contact Regional Directors” and search by state on the map provided. A photo, phone number and email address will be displayed.

Regarding Registration

Q. I need to order or reorder registration brochures. What do I do?
A. **Contact your Regional Director.** He/she will gladly place that order for you. An order form is included with this manual as well. Your Regional Director will be happy to accept an order that is faxed, emailed, or received by mail.

Q. I have just received a registration from a family whose child is ineligible. What should I do?

A. **Contact the family and explain the reason for the ineligibility.** If the reason is that the child lives outside your community you may visit the website (www.imaginationlibrary.com), and select United States. Click “Parent Resources” and select “Find My Affiliate” from the menu. On the next screen, search by zip code, city, county or state to see if there is a program in their community. When you speak with the family you can also provide the contact information of the program near them.

Also you can refer them to the website and let them know that more communities are added throughout the year, so if they do not see their community listed at this time, to check again in the near future. If they’d like to become further involved by starting a program in their community, they can find out more by clicking “Start A Program” or “How It Works” to access the population of their community and use the “Program Cost Estimator.”

Q. I want to track children in this program in regard to their school district, other program we provide that they are involved in, or other factors. How can I do that utilizing the information I already have about them in this database?

A. **When entering children in the database there are four “additional information” fields in which information such as this can be entered and tracked.** The database can be easily downloaded into Excel for easy sorting according to any of the columns in the header row. Please review the “Adding Children To Your Database” in “Database Entry” section on page 22.

Q. What if I have another question that is not answered in here in this manual?

A. **The website has an extensive list of FAQ’s designed to assist you in getting the fastest response to your questions.** Please go to http://support.imaginationlibrary.com and if the question does not appear in the FAQ section, one can be submitted by clicking “Affiliate Submit a Ticket” and someone from our support staff will respond within two regular business days. If the answer still cannot be found contact your Regional Director. He/she will answer your question as quickly as possible.
Privacy Statement and Terms of Service for www.imaginationlibrary.com

Introduction
Dolly Parton’s Imagination Library website is owned and operated by The Dollywood Foundation. By visiting our website and accessing the information, resources, services, products, and tools we provide, you understand and agree to accept and adhere to the following terms and conditions as stated in this policy (hereafter referred to as ‘User Agreement’), along with the terms and conditions as stated below.

How do we protect your information?
We implement a variety of security measures to maintain the safety of your personal information and offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential.

Do we use cookies?
Yes. (Cookies are small files that a site or its service provider transfers to your computer’s hard drive through your web browser that enables the sites or service providers systems to recognize your browser to capture and retain information.

Do we disclose any information to outside parties?
We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, etc.

Third party links
Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

California Online Privacy Protection Act Compliance
Because we value your privacy we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent. As part of the California Online Privacy Protection Act, all users of our site may make any changes to their information at any time by accessing the BOS and clicking the ‘Edit Profile’ button.

Childrens Online Privacy Protection Act Compliance
We are in compliance with the requirements of COPPA (Children’s Online Privacy Protection Act), we do not collect any information from anyone under 13 years of age.

Your Consent
By using our site, you consent to our privacy policy.

Changes to our Privacy Policy
If we decide to change our privacy policy, we will post those changes on our website.

This agreement is in effect as of Jul 15, 2011.
We reserve the right to change this User Agreement from time to time without notice. You acknowledge and agree that it is your responsibility to review this agreement periodically to familiarize yourself with any modifications. Your continued use of our website after such modifications will constitute acknowledgment and agreement of the modified terms.
Responsible Use and Conduct
By visiting our website and accessing the information, resources, services, products, and tools we provide for you, either directly or indirectly (hereafter referred to as 'Resources'), you agree to use these Resources only for the purposes intended as permitted by (a) the terms of this User Agreement, and (b) applicable laws, regulations and generally accepted online practices or guidelines.

Wherein, you understand that:

a. In order to access our Resources, you may be required to provide certain information about yourself (such as identification, contact details, etc.) as part of the registration process, or as part of your ability to use the Resources. You agree that any information you provide will always be accurate, correct, and up to date.

b. You are responsible for maintaining the confidentiality of any log-in information associated with any account you use to access our Resources. Accordingly, you are responsible for all activities that occur under your account/s.

c. Accessing (or attempting to access) any of our Resources by any means other than through the means we provide, is strictly prohibited. You specifically agree not to access (or attempt to access) any of our Resources through any automated, unethical or unconventional means.

d. Engaging in any activity that disrupts or interferes with our Resources, including the servers and/or networks to which our Resources are located or connected, is strictly prohibited.

e. Attempting to copy, duplicate, reproduce, sell, trade, or resell our Resources is strictly prohibited.

f. You are solely responsible any consequences, losses, or damages that we may directly or indirectly incur or suffer due to any unauthorized activities conducted by you, as explained above, and may incur criminal or civil liability.

g. We may provide various open communication tools on our website, such as blog comments, blog posts, public chat, forums, message boards, newsgroups, product ratings and reviews, various social media services, etc. You understand that generally we do not pre-screen or monitor the content posted by users of these various communication tools, which means that if you choose to use these tools to submit any type of content to our website, then it is your personal responsibility to use these tools in a responsible and ethical manner. By posting information or otherwise using any open communication tools as mentioned, you agree that you will not upload, post, share, or otherwise distribute content that:

i. Is illegal, threatening, defamatory, abusive, harassing, degrading, intimidating, fraudulent, deceptive, invasive, racist, or contains any type of suggestive, inappropriate, or explicit language;


ii. Infringes on any trademark, patent, trade secret, copyright, or other proprietary right of any party;


iii. Contains any type of unauthorized or unsolicited advertising;


iv. Impersonates any person or entity, including any imaginationlibrary.com employees or representatives.

We have the right at our sole discretion to remove any content that, we feel in our judgment does not comply with this User Agreement, along with any content that we feel is otherwise offensive, harmful, objectionable, inaccurate, or violates any 3rd party copyrights or trademarks. We are not responsible for any delay or failure in removing such content.

If you post content that we choose to remove, you hereby consent to such removal, and consent to waive any claim against us.

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By using our website, you understand and agree that all Resources we provide are "as is" and "as available". This means that we do not represent or warrant to you that:

i) the use of our Resources will meet your needs or requirements.
ii) the use of our Resources will be uninterrupted, timely, secure or free from errors.
iii) the information obtained by using our Resources will be accurate or reliable, and
iv) any defects in the operation or functionality of any Resources we provide will be repaired or corrected.

Furthermore, you understand and agree that:
v) any content downloaded or otherwise obtained through the use of our Resources is done at your own discretion and risk, and that you are solely responsible for any damage to your computer or other devices for any loss of data that may result from the download of such content.
vi) no information or advice, whether expressed, implied, oral or written, obtained by you from imaginationlibrary.com or through any Resources we provide shall create any warranty, guarantee, or conditions of any kind, except for those expressly outlined in this User Agreement.

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Termination of Use
You agree that we may, at our sole discretion, suspend or terminate your access to all or part of our website and Resources with or without notice and for any reason, including, without limitation, breach of this User Agreement. Any suspected illegal, fraudulent or abusive activity may be grounds for terminating your relationship and may be referred to appropriate law enforcement authorities. Upon suspension or termination, your right to use the Resources we provide will immediately cease, and we reserve the right to remove or delete any information that you may have on file with us, including any account or log-in information.

Governing Law
Dolly Parton's Imagination Library website is controlled by The Dollywood Foundation from our offices located in the state of Tennessee, USA. It can be accessed by most countries around the world. As each country has laws that may differ from those of Tennessee, by accessing our website, you agree that the statutes and laws of Tennessee, without regard to the conflict of laws and the United Nations Convention on the International Sales of Goods, will apply to all matters relating to the use of our website. Furthermore, any action to enforce this User Agreement shall be brought in the federal or state courts located in USA, Tennessee. You hereby agree to personal jurisdiction by such courts, and waive any jurisdictional, venue, or inconvenient forum objections to such courts.

Guarantee
UNLESS OTHERWISE EXPRESSED, THE DOLLYWOOD FOUNDATION EXPRESSLY DISCLAIMS ALL WARRANTIES AND CONDITIONS OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO THE IMPLIED WARRANTIES AND CONDITIONS OF MERCHANTABILITY, FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT.
NOTE FOR APPENDIXES B & C:

The Dollywood Foundation strives to keep the information in these appendixes as up-to-date as possible, however, due to the nature of changing information, regulations, procedures, and pricing structures with the USPS, it is best to always consult with them directly either via their website (www.usps.com) or at your local post office.
APPENDIX A

POSTAL AND MAIL SERVICE REQUIREMENTS

For affiliates who are ALREADY approved for non-profit bulk mail rates: Postal Form 3623

Please fill out the Postal Form (PS Form 3623) Application for Nonprofit Standard Mail Rates at Additional Mailing Office through line 10. Please take special care with line # 7 as this is the crucial item. Mail the completed form along with a brief letter on the organization’s letterhead stating that you are applying for additional entry in regard to the Dolly Parton’s Imagination Library program to:

U.S. Postal Service/BMC
ATTN: Barry Duncan
1237 East Weisgarber
Knoxville, TN 37950

* Note 1: The name and address of the organization (bringing Dolly Parton’s Imagination Library to the community) on line 1 of the postal form (3623) MUST MATCH EXACTLY the name and address on the registration brochures ordered for Dolly Parton’s Imagination Library. For example, if the “United Way of Ourtown” is the organization listed, then your brochure must say “United Way of Ourtown presents...” and their address must be the place of contact.
* Note 2: On line 6 enter: Knoxville, TN 37950

For affiliates who are NOT already approved for nonprofit bulk mail rates: Postal Form 3624

Please fill out the Postal Form (PS Form 3624) Application to Mail at Special Bulk Third-Class Rates through line 17 (Part One only) of page 1. Mail this application AND the necessary forms listed on page 3 of the application (you MUST include the proper documentation with your application) to:

U.S. Postal Service/BMC
ATTN: Mailing Requirements
1237 East Weisgarber
Knoxville, TN 37950

* Note: The name of the organization (bringing Dolly Parton’s Imagination Library to the community) on line 1 of the postal form (3624) MUST MATCH EXACTLY the name of the organization for which documentation is provided (from page 3 of the postal form). For example, if the “United Way of Ourtown” is the organization listed, then you must provide: a 501(c)(3) letter from the IRS for “United Way of Ourtown”, your brochure must say “United Way of Ourtown presents...” and their address must be the place of contact, and all other documentation presented must be from “United Way of Ourtown”. Do not list “United Way of Ourtown” as the organization and then provide documentation from the local library or grocery store. Getting this form and documentation correct the first time will greatly improve and accelerate the entire preparation process.

* Secondly, on line 14 on page 1 of the postal form (3624) always list the following information: Knoxville, TN 37950.
Nonprofit Organizations
Nonprofit organizations simply need to fill out the application mentioned above and return it along with the necessary forms listed on the application to the above address. You will still be able to keep any postal permits you may have at your local post office; but will also be allowed to mail under our permit in Knoxville, Tennessee upon completion and acceptance of this application with the U.S. Postal Service.

For-profit Businesses
For-profit businesses will get best results by working through a nonprofit organization locally as an additional “partner” and let them list their organization on the postal form in order to meet the above requirements. Their return address would be put on the mailing label. Mailing books at a regular for-profit rate using the business’s own return address will basically double the mail rates that have been quoted. It also takes 200 units of each book to qualify for bulk mail.

Note: For-profit businesses, when working through a non-profit organization, can add a line above the child’s address that indicates the books are given by “Your Local Business Name” the full address just can’t be used. This is a nice way to get your name on the label and still use our non-profit stamp.

One suggestion to for-profit businesses is to work with the local United Way. They have become quite interested in this project in several communities nationally and are behind it all the way. They may even be willing to add a check box to their campaign cards for Dolly Parton’s Imagination Library in your community!
APPENDIX B

Postal Form 3623
Next Page
**Request for Confirmation of Authorization**
**(or Pending Application) to Mail at Nonprofit Standard Mail Prices**

**Part 1 (For completion by applicant)**
- Any organization currently authorized or that has filed an application that is pending authorization to mail at the Nonprofit Standard Mail prices by the Postal Service™ may obtain confirmation of authorization or pending application to mail at Nonprofit Standard Mail prices for mailings to be entered at a PostOffice™ outside the PostOffice™ system.
- Confirmation of authorization to mail at Nonprofit Standard Mail prices or application pending to mail at those prices will be issued only to the organization holding the original authorization or that has applied for authorization.
- The organization name in Item 1 must match the name of the authorized organization exactly. The applicant named in Item 3 must be an authorized official of the organization completing this form.
- File a separate request for confirmation for each Post Office (not a station or a branch) outside the PostOffice™ system for which your organization wants to mail at Nonprofit Standard Mail prices.
- Submit the completed request to the postmaster at the Post Office outside the PostOffice™ system where confirmation of authorization or pending application to mail at Nonprofit Standard Mail prices is needed.

**No application fee is required. Please be sure all information is complete. Please type or print legibly.**

<table>
<thead>
<tr>
<th>1. Complete Name of Organization</th>
<th>5. Nonprofit Standard Mail authorization number or pending application number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Street Address of Organization (Number, street, apartment or suite number, city, state, and ZIP+4)</td>
<td>6. Post Office (not station or branch) where mailings will be made and where confirmation of authorization or application pending to mail at Nonprofit Standard Mail prices is requested.</td>
</tr>
<tr>
<td>3. Name of Person Making this Request (Must be a responsible official of the requesting organization.)</td>
<td></td>
</tr>
<tr>
<td>4. Telephone Number (Include area code)</td>
<td>7. Estimated date of first mailing at Post Office indicated in Item 6.</td>
</tr>
</tbody>
</table>

I certify that the statements made by me are true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including multiple damages and civil penalties). I further understand that, if this application is approved, a postage refund for the difference between the regular Standard Mail and Nonprofit Standard Mail prices may be made for only those regular Standard Mail mailings entered at the post office identified above while this application is pending, provided that the conditions set forth in Domestic Mail Manual 703.1 and 703.1.9 are met.

<table>
<thead>
<tr>
<th>8. Signature of Applicant</th>
<th>9. Title</th>
<th>10. Date</th>
</tr>
</thead>
</table>

**Part 2 (For completion by postmaster at Non-PostalOne! Post Office when application filed)**
- Be sure that the applicant has completed Items 1 to 10 in Part 1.
- If the national authorization number is known, the postmaster should request confirmation by calling the Pricing and Classification Service Center at one of the following numbers:
  - Eastern, New York Metro, and Northeast Areas: (212) 330-5360
  - Cap Metro, Southeast, and Southwest Areas: (212) 330-5351
  - Great Lakes, Pacific and Western Areas: (212) 330-5362
- Retain applications approved by telephone at the Post Office. A copy of the authorization letter sent to the applicant will be sent to the postmaster.
- Send applications not processed by telephone to:
  Pricing and Classification Service Center
  PO Box 5822
  New York NY 10008-5823

PS Form 3623, August 2008 (PSN 7530-02-000-9027) Privacy Notice: See our privacy policy on www.usps.com®
APPENDIX C

Postal Form 3624
Next 3 pages
# Application to Mail at Nonprofit Standard Mail Prices

**Application Number:**

### Section A. Application (Please read section B on page 2 before completion.)

#### Part 1 (For completion by applicant)

- All information entered below must be legible so that our records will show the correct information about your organization.
- The complete name of the organization must be shown in Item 1. The name shown must agree with the name that appears on all documents submitted to support the application.
- A complete address representing a physical location for the organization must be shown in Item 2. If you receive mail through a Post Office™ box, show your street address first and use alternate address for the box.

No application fee is required. *(All information must be complete and typewritten or printed legibly.)*

1. **Complete Name of Organization:** (If voting registration official, include title)
2. **Street Address of Organization** *(Include apartment or suite number)*
3. **City, State, ZIP+4® Code**
4. **Alternate Mailing Address**
5. **Alternate City, State, ZIP+4® Code**
6. **Telephone** *(Include area code)*
7. **Name of Applicant** *(Must represent applying organization)*

#### 8. Email Address

#### 9. Type of Organization *(Check only)*

- [ ] Religious
- [ ] Scientific
- [ ] Agricultural
- [ ] Veterans
- [ ] Qualified political committee
- [ ] Educational
- [ ] Philanthropic
- [ ] Labor
- [ ] Fraternal
- [ ] Voting registration official

*Not all nonprofit organizations are eligible for the Nonprofit Standard Mail prices. Domestic Mail Manual 703.1 lists certain organizations *(such as business leagues, chambers of commerce, civic improvement associations, social and hobby clubs, governmental bodies, and others)* that, although nonprofit, do not qualify for the Nonprofit Standard Mail prices.

#### 10. Is this a for-profit organization or does any of the net income inure to the benefit of any private stockholder or individual? *(If "Yes," attach a copy of the exemption issued by the Internal Revenue Service (IRS) that shows the section of the IRS code under which the organization is exempt. Do not submit State tax exemption information.)*

- [ ] Yes
- [ ] No

#### 11. Is this organization exempt from federal income tax? *(If "Yes," attach a copy of the exemption issued by the IRS that shows the section of the IRS code under which the organization is exempt.)*

- [ ] Yes
- [ ] No

#### 12. Has this organization previously mailed at the Nonprofit Standard Mail prices? *(If "Yes," list the Post Office locations where mailings were most recently deposited at these prices and provide the nonprofit authorization number, if known.)*

- [ ] Yes
- [ ] No

#### 13. Has your organization had Nonprofit Standard Mail privileges denied or revoked? *(If "Yes," list the Post Office (city and state) where the application was denied or authorization was revoked and provide the nonprofit authorization number, if known.)*

- [ ] Yes
- [ ] No

#### 14. Post Office (not a station or branch) where authorization requested and bulk mailings will be made. *(City, state, ZIP Code™)*

#### 15. Signature of Applicant

#### 16. Title

#### 17. Date

### Part 2 (For completion by postmaster at originating office when application filed)

1. **Signature of Postmaster** *(Or designated representative)*
2. **Date Application Filed With Post Office** *(Round stamp)*

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*PS Form 3624, April 2012 (Page 1 of 3) PSN 7530.02:000:00:0014

PRIVACY NOTICE: See our privacy policy on www.usps.com*
Postal Service™ Checklist for PS Form 3624, Application to Mail at Nonprofit Standard Mail Prices

Name of Organization

The organization above provided the following evidence of eligibility for Nonprofit Standard Mail prices.

1. Nonprofit Status (Select at least one)
   - IRS letter of exemption from payment of federal income tax
   - Financial statement prepared by an independent auditor substantiating organization’s nonprofit status (statement must include balance sheets, notes, etc.)
   - Place of Worship

2. Organization (One complete copy; check all that apply. Must select at least one.)
   - Articles of Incorporation
   - Articles of Association
   - Charter
   - Constitution
   - Enabling Legislation
   - Trust Indenture
   - Other (Explain):

3. Operation (Several samples of each; check types of information included with application)
   - Bulletins
   - Brochures
   - Financial statements
   - Listing of activities for past 6 to 12 months
   - Membership applications
   - Minutes of meetings
   - Newsletters
   - Organizational or other documents substantiating that the applicant is the state or national committee of the political party
   - A copy of the statutes, ordinances or other authority establishing responsibility for voter registration
   - Other (Explain):

The name on all the documents presented as evidence must match the name on the application. If they do not match, please explain.

Postmaster: PostalOne™ offices must enter the information from the application into the PostalOne™ system.
Non-PostalOne™ offices must mail the application and documentation to the Pricing and Classification Service Center.

I certify that the applicant has completed all the items on the application and that each item is legible.

Signature of Postmaster (Or designated representative)    Date

Telephone (Include area code)    Post Office (City, state, ZIP Code™)

Date Application Returned to Organization for Correction    Date Application and Documentation Sent to Pricing and Classification Service Center

PS Form 3624, April 2012 (Page 3 of 3) PSN 7530-02-000-9014 PRIMARY NOTICE: See our privacy policy on www.usps.com
Postal Service™ Checklist for PS Form 3624,
Application to Mail at Nonprofit Standard Mail Prices

Name of Organization

The organization above provided the following evidence of eligibility for Nonprofit Standard Mail prices.

1. Nonprofit Status (Select at least one)
   - [ ] IRS letter of exemption from payment of federal income tax
   - [ ] Financial statement prepared by an independent auditor substantiating organization's nonprofit status (statement must include balance sheets, notes, etc.)
   - [ ] Place of Worship

2. Organization (One complete copy; check all that apply. Must select at least one.)
   - [ ] Articles of Incorporation
   - [ ] Articles of Association
   - [ ] Charter
   - [ ] Constitution
   - [ ] Enabling Legislation
   - [ ] Trust Indenture
   - [ ] Other (Explain):

3. Operation (Several samples of each; check types of information included with application)
   - [ ] Bulletins
   - [ ] Brochures
   - [ ] Financial statements
   - [ ] Listing of activities for past 6 to 12 months
   - [ ] Membership applications
   - [ ] Minutes of meetings
   - [ ] Newsletters
   - [ ] Organizational or other documents substantiating that the applicant is the state or national committee of the political party
   - [ ] A copy of the statute, ordinance or other authority establishing responsibility for voter registration
   - [ ] Other (Explain):

The name on all the documents presented as evidence must match the name on the application. If they do not match, please explain.

Postmaster: PostalOne® offices must enter the information from the application into the PostalOne® system.
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I certify that the applicant has completed all the items on the application and that each item is legible.

Signature of Postmaster (Or designated representative)  Date

Telephone (Include area code)  Post Office (City, state, ZIP Code™)

Date Application Returned to Organization for Correction  Date Application and Documentation Sent to Pricing and Classification Service Center

PS Form 3624, April 2012 (Page 3 of 3)  PSN 7530-02-000-9014  PRIVACY NOTICE: See our privacy policy on www.usps.com
APPENDIX D

Payment Options
Next 3 pages
Dolly Parton’s Imagination Library
Monthly Payment Options

There are 4 payment options for affiliates to reimburse The Dollywood Foundation for the purchase and delivery of the books each month. These options are listed in order of preference and please note that we plan on phasing out Option 4 in 2015. Over the course of the next year and a half we will ask existing affiliates to switch from writing and sending checks to implement either the credit balance or electronic options.

Presented below are descriptions of each option.

Option1: Prepaid Credit Balance *(Preferred)*
The Easiest, Least Expensive and Most Efficient Option

By far, the preferred method is a prepaid credit balance. With this method the affiliate sends funds to be held by The Dollywood Foundation and the amount of each monthly invoice is simply deducted from the credit balance. The amount of funds sent to the Dollywood Foundation should be at least 6 months of estimated book/mailing expenses for the affiliate. Key features of this option:

- The Affiliate sends only one check rather than having to process a check each and every month.
- The Affiliate can send as much money as they wish – one affiliate has 10 years of projected expenses held by The Dollywood Foundation but on the average those who elect to use this option send one year’s projected expenses.
- All funds designated as a credit balance will never be at risk.
- The Affiliate receives a monthly statement detailing the expenses for that month and the current credit balance.
- The Affiliate is not charged an administrative fee.
- If the Affiliate decides to end the program, the unused credit balance (the amount after all current expenses have been deducted) will be forwarded to the affiliate.
Option 2: Electronic Funds Transfer via ACH Originated by DWF (*Preferred*)
Simple Set Up, No Cost, and No Worry

This option and the next option, which is essentially the same except the monthly transaction is originated by the affiliate, is the wave of the future. With this option, the affiliate completes a simple form supplying their account information and a copy of a check for the account and submits it to The Dollywood Foundation. Each month, on the agreed upon date, the amount of the month’s invoice is electronically transferred from the affiliate’s account to the Dollywood Foundation. Key features of this option:

- There is no cost to the affiliate because The Dollywood Foundation will cover the transaction cost for the monthly transfer.
- The Affiliate bears no cost for writing checks and mailing checks.
- The set-up is easy – complete a simple form with your account information, including a sample check and the Foundation will take care of the rest.
- The Affiliate receives a monthly invoice indicating the amount that will be deducted upon the agreed upon transaction date.
- Example: Currently the 95 local county Affiliates in Tennessee, ranging from communities as large as 35,000 children to as small as just a few hundred, use this method of payment.

Option 3: Electronic Funds Transfer via ACH Originated by Affiliate (*Preferred*)
Simple Set Up, Some Cost, and Still No Worry

As mentioned above, this is essentially the same method with one difference – the Affiliate initiates the transfer – but in doing so does bear the monthly transaction fee. Key features include:

- The Affiliate establishes the date of the transfer each month – as long as it is before the payment due date.
- There is no hassle with writing and mailing checks.
- The Affiliate initiates set up by speaking with the bank and the bank guides them through the easy, initial set up. Today, virtually every bank now offers this service.
- The Dollywood Foundation completes a short form for you with the information needed to transfer the money to the Foundation’s account.
- There is a monthly transaction fee but it varies from bank to bank so the Affiliate should inquire about the fee in the initial discussion with their Bank.
Option 4: The Traditional Way *(Non-Preferred)*

*We Know It but We Don’t Love It*

Our least favorite option is the most familiar. DWF sends out an invoice, the Affiliate mails in a payment and then the hard work begins. With over 800 invoices each month, the number of checks DWF must process is becoming a major issue. Each month hundreds of checks are received, opened, copied, logged and then submitted for deposit. DWF must adhere to procedures proscribed by the auditor, so this process alone consumes significant portion of time for two staff people. To date, we have not included the cost of our administration in the cost of the books and mailing so we are constantly searching for more efficient ways to operate the program. Writing, mailing and recording checks is the least efficient and most costly payment process and as we continue to grow, these costs will no longer be manageable. Consequently we will phase out this option in 2015 and rely upon credit balances and electronic payments.

Our goal is to reduce the number of checks so please do consider one of the other three options and avoid having to switch from the traditional payment option next year. The first three payment options are preferred over the traditional method of payment because:

- No lost, stolen or misplaced checks
- Time savings
- Cost Savings
- Less room for errors
- More confidential
- And more Green!

To make the switch, please e-mail your preference of payment method to Sherry French at sfrench@dollyfoundation.com