

Imagination Library



- Research tells us, in the Spring of 2007, 30% of 4th graders in the QCA area are reading below grade level. (Vitality Snapshot – 2007)
- The average middle class child has 13 books; this number drops to 1 age-appropriate book for every 300 children in low-income communities. (*Handbook of Early Literacy Research, vol 2*)
- Educators have emphasized the fact that reading with your preschool child is the single most important activity to prepare a child for school. (*Imaginationlibrary.com*)
- In the 2005 Search Institute Developmental Assets Survey, only 22% of area youth reported they read for pleasure.
- The Federal Reserve Bank of Minneapolis recommends stakeholders to invest in literacy and early education programs that have a “market orientated” and “bottom up” approach that work to empower at risk families. (*Grunewald & Rolnick, 2004*)

Imagination Library



About the program

- Began in 1996 in Sevier County Tennessee by Dolly Parton.
- Replicated in over 700 communities.
- Approximately 20,000 children in our community under the age of 5 years old.
- By partnering with the Dollywood Foundation, United Way will ensure that registered children ages 0-5 in Rock Island and Scott counties will receive a free, age-appropriate book per month.
- \$30 a year will sponsor one child for a full year (including postage and the cost of the book).

The love of books is the greatest gift you can give a child.



1,000 kids sponsored for Imagination Library through the workplace campaign.

YOU can make this happen by making the ask!

\$30 a year will ensure that one child has access to books for one year.

Strategy 1



For the new donor:

- Incent the employees to give a gift to United Way that is designated to IL.
- Sponsoring one child is less than \$1 per week.

$$\$30/52\text{wks} = \$.58 \text{ per week!}$$

1 candy bar a week can sponsor a child for Imagination Library.

Giving to Imagination Library



PLEASE SELECT PAYROLL DEDUCTION OR A DIRECT GIFT.

EASY PAYROLL DEDUCTION

Pay periods per year: **\$1.16**

Amount per pay period: **26**

My total annual gift:

\$: **\$30.16**

ONE-TIME GIFT OF:

AMOUNT \$

Direct gift to be paid by:

- Cash
- Credit/Debit (Visa/MC/Discover/AMEX)
- Personal check (enclosed)
- Bill me
- Automatic withdrawal from bank account *
- Stock *

Credit Card Number (if applicable)

____|____|____|____

Expiration Date

* United Way will contact you to facilitate.

Designated Contribution

AMOUNT \$ **\$30.16**

AGENCY NAME AND ADDRESS Please do not release my information to the designated agency.

Imagination Library

Restricted Contribution

AMOUNT \$

DO NOT INVEST MY GIFT IN ANY PARTNER AGENCY PROGRAMS PROVIDED BY:

Strategy 2



For the established donor:

- Incent the employees to give a gift to United Way that is designated to IL above their current giving level.
- Sponsoring one child is less than \$1 per week.

$$\$30/52\text{wks} = \$.58 \text{ per week!}$$

1 candy bar a week can sponsor a child for Imagination Library.

Giving to Imagination Library



PLEASE SELECT PAYROLL DEDUCTION OR A DIRECT GIFT.

EASY PAYROLL DEDUCTION

Pay periods per year: **\$20**

Amount per pay period: **26**

My total annual gift:

\$: **\$520**

ONE-TIME GIFT OF:

AMOUNT \$

Direct gift to be paid by:

- Cash
- Credit/Debit (Visa/MC/Discover/AMEX)
- Personal check (enclosed)
- Bill me
- Automatic withdrawal from bank account *
- Stock *

Credit Card Number (if applicable)

____|____|____|____

Expiration Date

* United Way will contact you to facilitate.

Designated Contribution

AMOUNT \$ **\$30**

AGENCY NAME AND ADDRESS Please do not release my information to the designated agency.

Imagination Library

Restricted Contribution

AMOUNT \$

DO NOT INVEST MY GIFT IN ANY PARTNER AGENCY PROGRAMS PROVIDED BY:

Strategy 3



For the established donor:

- Incent the employees to **increase their current gift to United Way (or designated agency) and make a gift to IL.**
- Sponsoring one child is less than \$1 per week.

$$\$30/52\text{wks} = \$.58 \text{ per week!}$$

1 candy bar a week can sponsor a child for Imagination Library.

Giving to Imagination Library



PLEASE SELECT PAYROLL DEDUCTION OR A DIRECT GIFT.

EASY PAYROLL DEDUCTION

Pay periods per year: **\$20**

Amount per pay period: **26**

My total annual gift:

\$: **\$520**

ONE-TIME GIFT OF:

AMOUNT \$ **\$30 Imagination Library** *(write on check memo)*

Direct gift to be paid by:

- Cash
- Credit/Debit (Visa/MC/Discover/AMEX)
- Personal check (enclosed)
- Bill me
- Automatic withdrawal from bank account *
- Stock *

Credit Card Number (if applicable)

____|____|____|____

Expiration Date

* United Way will contact you to facilitate.

Designated Contribution

AGENCY NAME AND ADDRESS Please do not release my information to the designated agency.

AMOUNT \$

Restricted Contribution

DO NOT INVEST MY GIFT IN ANY PARTNER AGENCY PROGRAMS PROVIDED BY:

AMOUNT \$

Electronic Pledging Options



GIVE. **ADVOCATE.** **VOLUNTEER.**

Welcome, Mrs. Delia D. Dreifurst Organizations

▶ Home Page

▶ ▶ ▶ Enter Designations ▶ ▶



- Step 1: Select designation area(s) below - United Way, Birth To Work Fund, Designated Contribution or Agency Partner.
- Step 2: Enter the amount you wish to designate.
- Step 3: click "Add Designation".
- Step 4: repeat steps 1 through 3 as often as you wish,
- Step 5: click "Done" to complete your transaction.

Total Pledge	\$520.00
Total Designated	\$520.00
Total Undesignated	\$0.00

United Way Funded Programs

United Way Initiatives (for Scott and Rock Island counties only).

Birth to Work	<input type="text"/>
Imagination Library	<input type="text" value="\$30.00"/>

Engagement for Imagination Library



- Its not just about the donation to the program...we need to sign-up the kids!
- Help us reach our goal of registering 8400 kids in the Quad Cities in the first year!

Opportunities to register children:

- Health Fairs/employee meetings
- Lunchroom displays
- Waiting Room displays
- Online
- Inter-office mail