

***Dream More, Learn More,
Care More, Be More***



SIGMA TAU DELTA
INTERNATIONAL ENGLISH HONOR SOCIETY



Presenters:

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Society

≡ The Dollywood Foundation

- Non-Profit organization created by Dolly Parton in 1995, inspired by her father. The Dollywood Foundation mission is to share the life and legacy of Dolly Parton as an inspiration to all children to Dream More, Learn More, Care More and Be More.
- Dolly envisioned creating a lifelong love of reading, inspiring children to dream!



≡ How Dolly Parton's Imagination Library (DPIL) works



Each month, in partnership with Local Champion, Dolly Parton's Imagination Library mails a high quality, age-appropriate book to all registered children, addressed to them, at no cost to the child's family.

The Dollywood Foundation incurs the cost of the program's administrative/overhead expenses and coordinates the monthly book mailing. Provide:

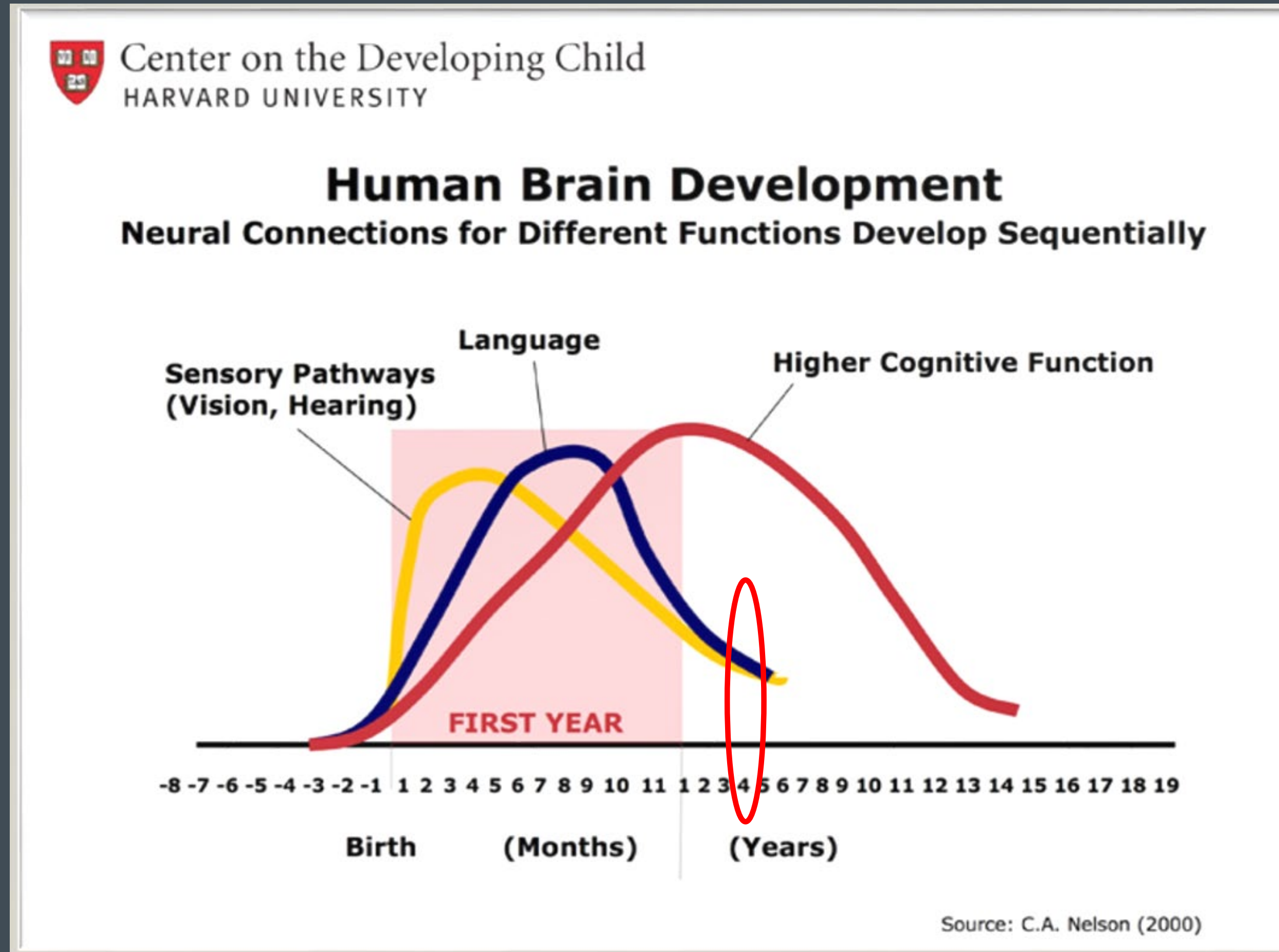
- Infrastructure of the core program
- Secure centralized book ordering system
- Book selection coordination
- Book purchasing and mass printing
- Local program support

Local Champion promotes program, enrolls children, secures funding and pays ~\$2.10/per child per month. Local funds stay local. Affiliate-raised funds go 100% to serving children in their community.

Registered children received specially-selected book personalized with child's name on label, mailed directly to their home every month until their 5th birthday.



≡ Why it is important - Science



If we wait till kindergarten, it is too late

Brain Development

- Baby's brain rapidly grows before entering school: 90% developed by age 4
- Children with access to more books and who are read to more often have greater brain activity in areas involving imagination, language and understanding



Early Experiences
Build Brains

≡ The Reading Network in children's brains doesn't naturally exist; it must be built.

Reading is the key for lifelong learning and the **single most important** activity for building knowledge required for eventual success in school, work, and life in general.

- Parents are first and most influential TEACHER for a child

CHILDREN WILL CONTINUE
TO DO WHAT THEY LOVE TO
DO – HELP THEM **LOVE**
READING!

Reading Network

- Supports cognitive development
- Improves language skills
- Develops empathy
- Increases concentration and discipline
- Develops imagination and creativity

Reading at
home requires
books

≡ Why It Matters - LOVE



- Books delivered to the home creates an “event”
- Snuggling, sharing and interaction
- Reading together helps to create a bond, a unique, shared experience
- Provides connection between child and caregiver(s), other family members, siblings
- Frequency - happens every month
- Sense of ownership and pride — books belong to child

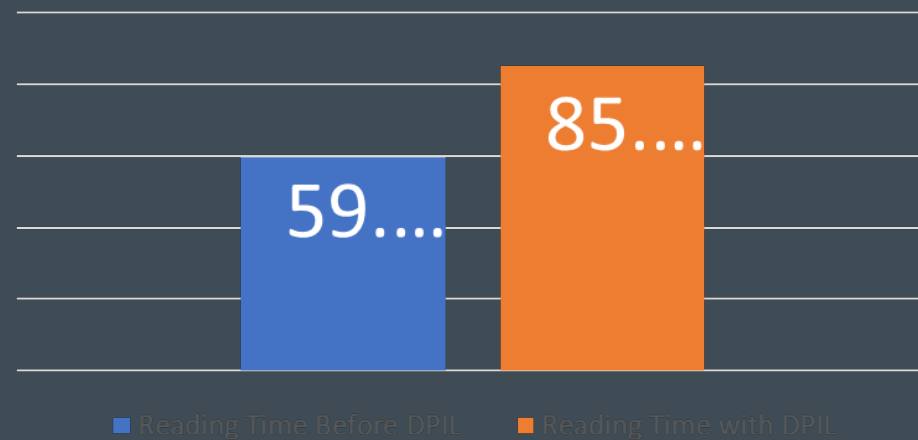
Strengthens the home environment. Supports natural tendencies of family children to be healthy

— parents want their

≡ Why It Matters – Impact

Home Literacy Environment

- Families connect around book
- Increase reading 3 times a week from 59.7% to 85.2%



- Build home library (60)
- All family members engaged in reading
- Increased 1:1 time, laying foundation for adult's consistent involvement in their children's learning and development.

Kindergarten Readiness

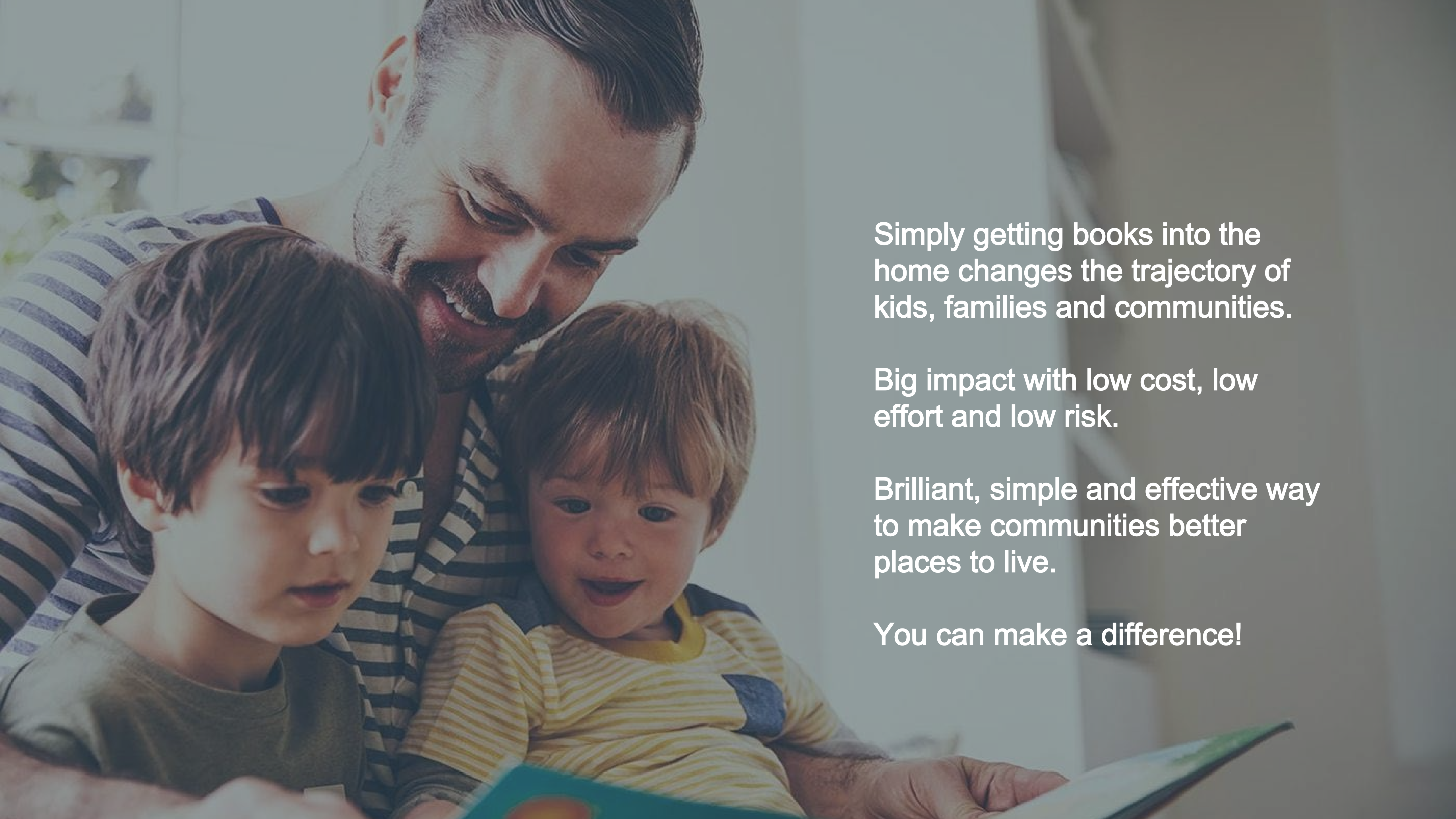
- 28.9% increase in readiness for Kindergarten

3rd Grade Reading

- Significantly stronger reading skills and scored higher on reading achievement tests consistently from Kindergarten through 3rd Grade (4 years after participating).
- The establishment of reading routines brings about increased stability, emotional well-being and improved atmosphere in families.

Community

- A healing effect manifesting in emerging neighborhood initiatives, increased library usage and literacy
- Creates a shared bond among children, especially important when starting kindergarten
- Ties to Adult Literacy

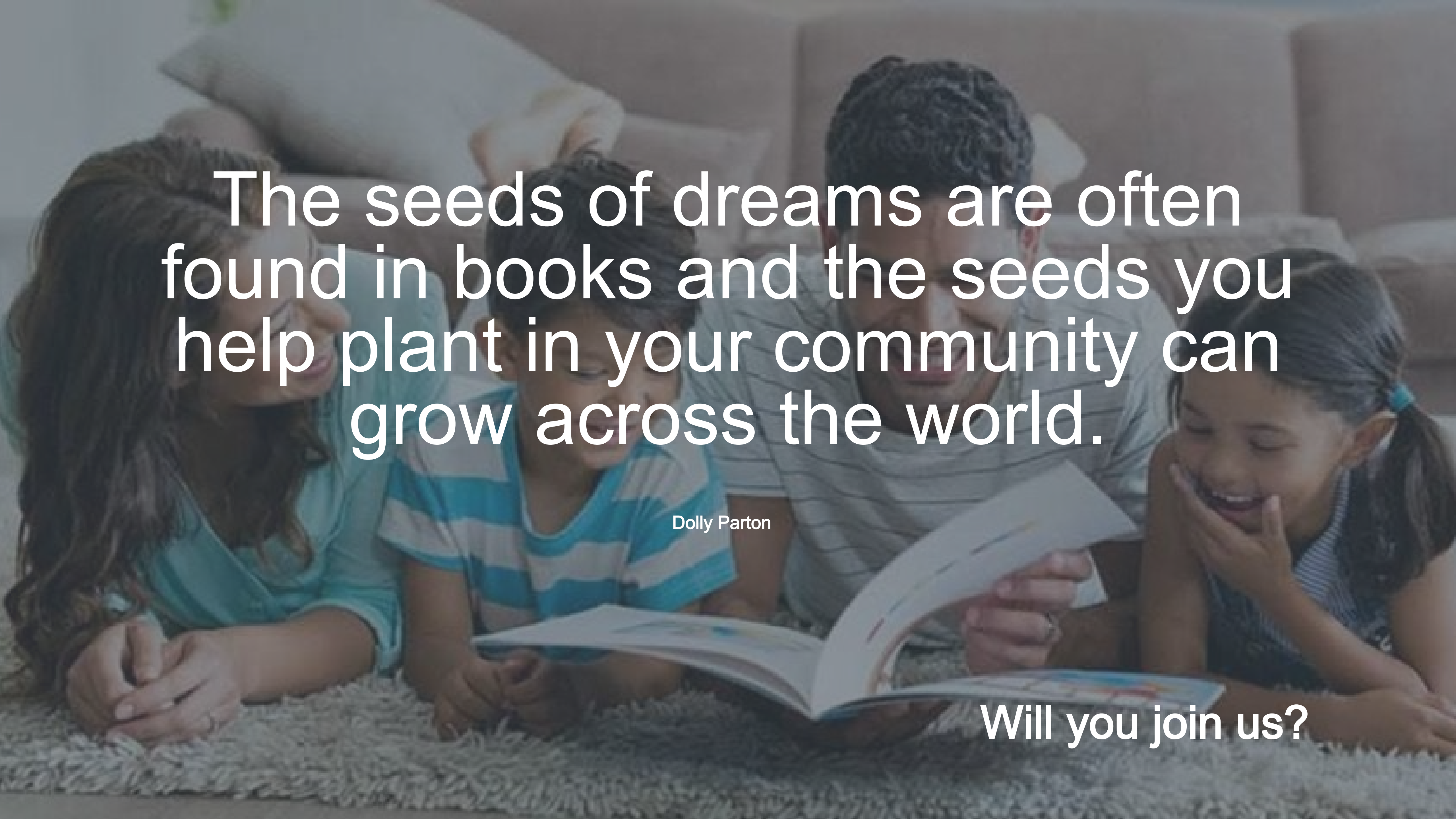


Simply getting books into the home changes the trajectory of kids, families and communities.

Big impact with low cost, low effort and low risk.

Brilliant, simple and effective way to make communities better places to live.

You can make a difference!

A photograph of a family of four sitting on a light-colored, shaggy rug. A man and a woman are leaning over, reading books to two young children. The man is on the right, holding a book open. The woman is on the left, also looking at a book. The children are in the center, looking at their own books. The scene is warm and intimate, with soft lighting. The text is overlaid in white, sans-serif font.

The seeds of dreams are often
found in books and the seeds you
help plant in your community can
grow across the world.

Dolly Parton

Will you join us?

≡ Sigma's Partnership with Dolly Parton's Imagination Library

1. Internship Opportunity
Due: Nov. 30, 2020
Feb-May 2021

2. Spread the Word:
The Library that Dolly Built
Nov-Dec 2020

3. Service Opportunity
Spring 2021



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Dolly Parton's Imagination Library Internship

Work with the **Dollywood Foundation** to assist with the planning, project management, and execution of their conference for local community partners.

Exclusively for **members of active Sigma Tau Delta chapters** (undergraduate and graduate students).

Important Dates:

- Applications due November 30, 2020.
- Internship Timeline: February 1 – May 29, 2021

≡ Spread the Word: Upcoming Documentary Release




Attend the watch party for
The Library That Dolly Built
Facebook Live Event on
December 9, 2020, 7:00 p.m. EST
On Imagination Library's Facebook Page

How Your Chapter Can Help...

- Host a Facebook watch party with your chapter
- Open to public
- Join our social media challenge

THE LIBRARY THAT DOLLY BUILT



Social Media Challenge

(Monday November 23 – December 9)

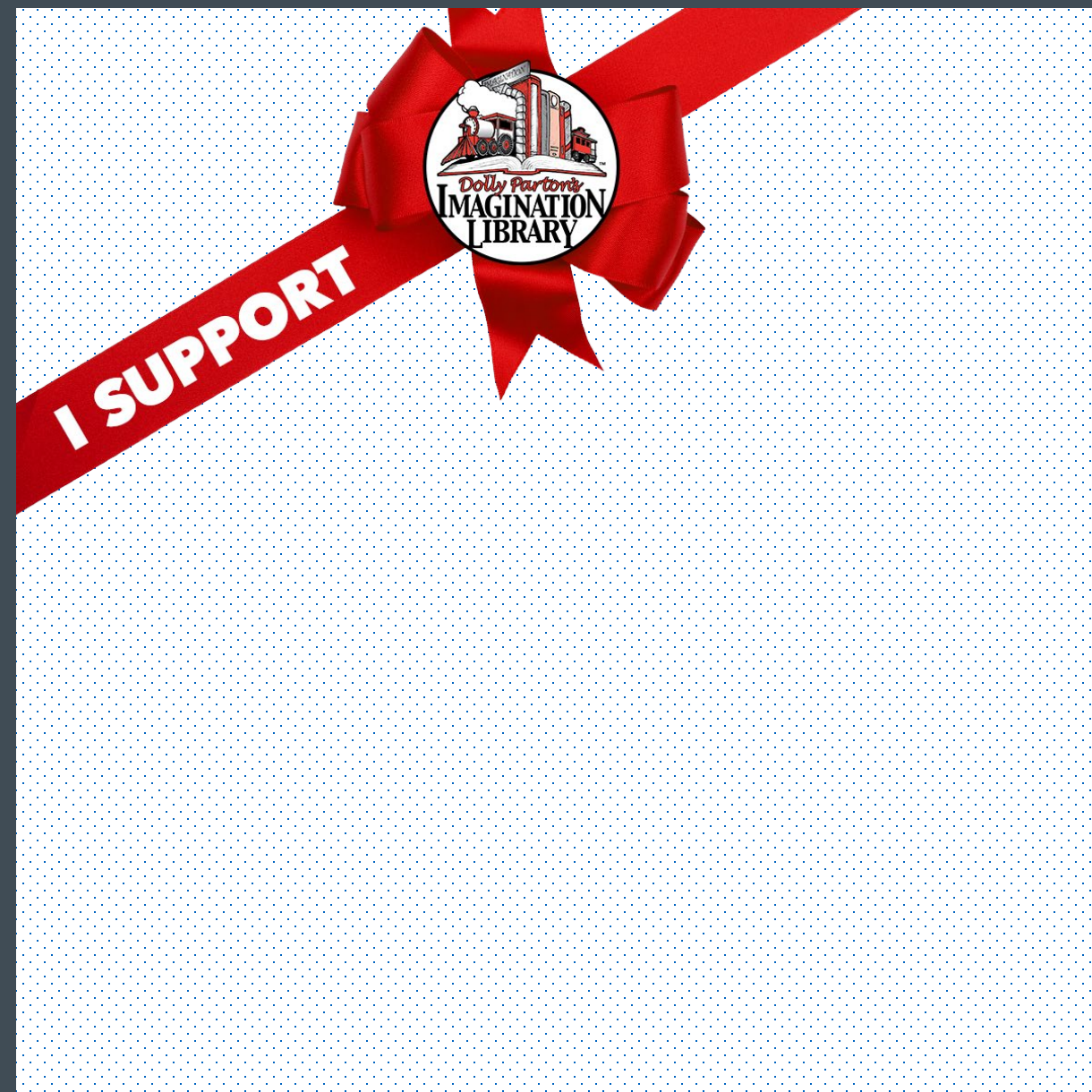
1. **SHARE** Sigma Tau Delta / NEHS posts on social media promoting the Dolly Parton Imagination Library.
2. **TAG** Sigma Tau Delta / NEHS in your original posts on social media promoting Imagination Library.
3. **ADD** a frame to your profile picture and tag Sigma Tau Delta / NEHS.

Facebook : [@sigmataudelta](#) / [@nehs](#)

Twitter : [@EnglishCon](#) / [@NEHSXpress](#)

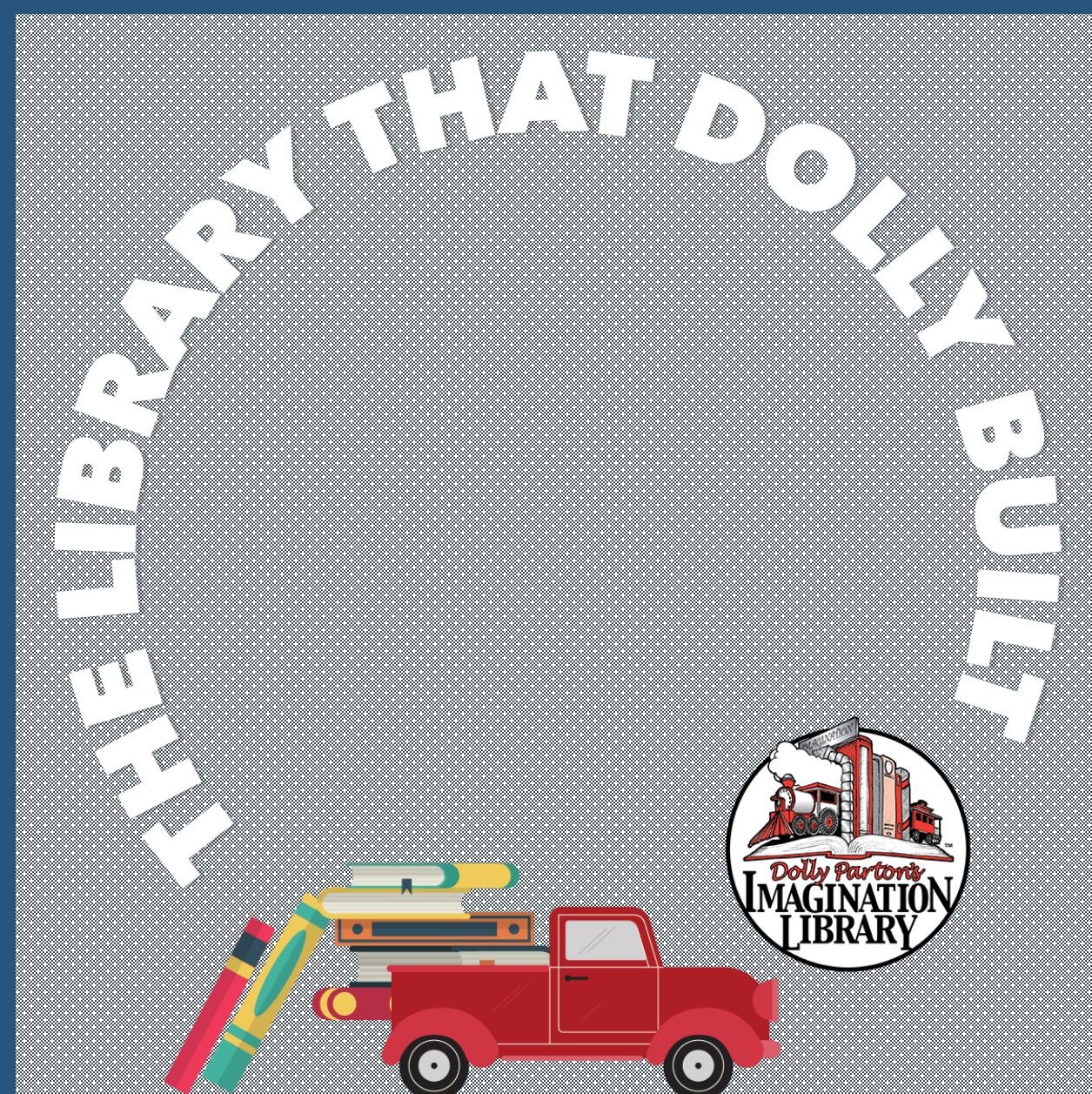
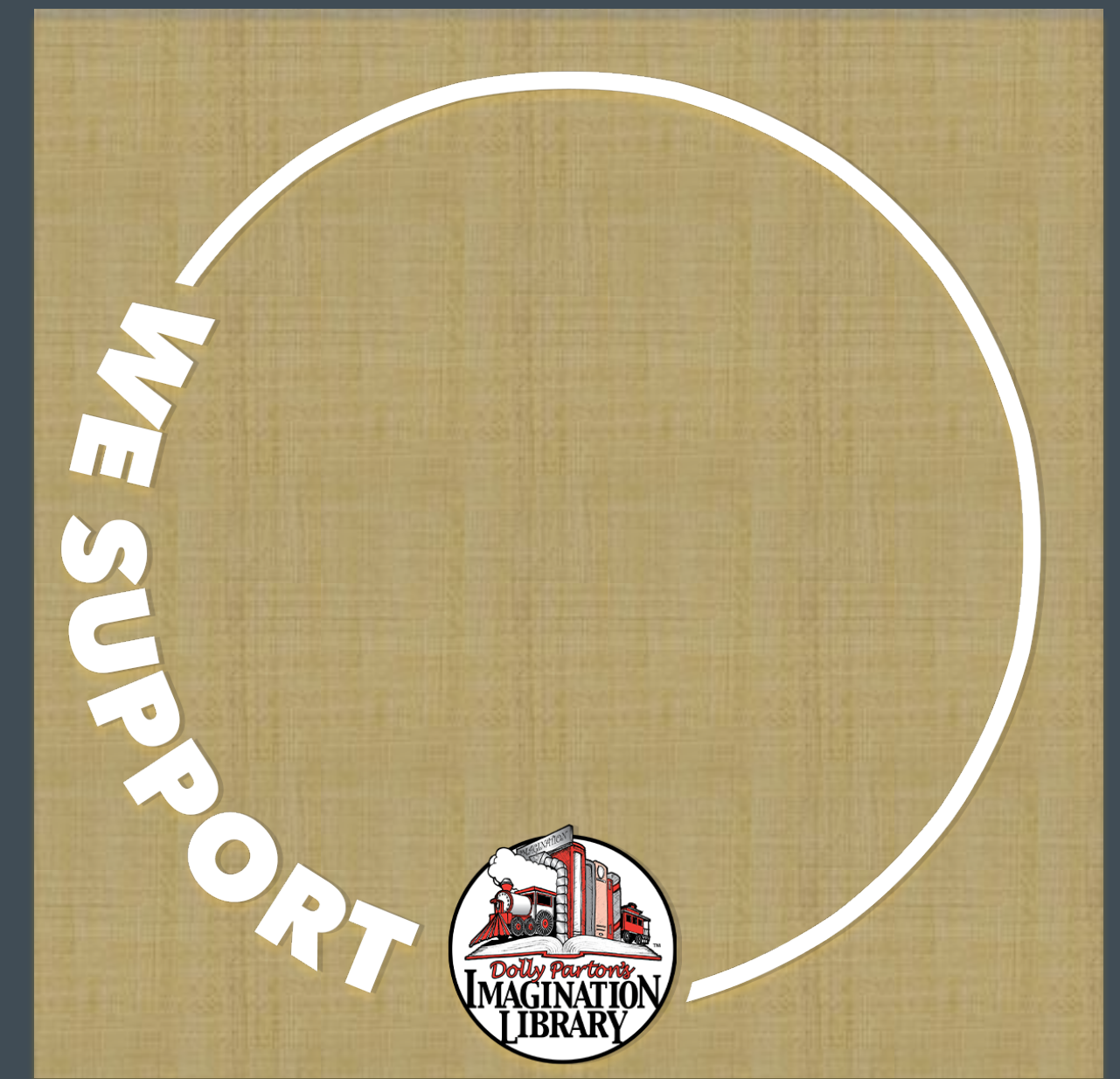
Instagram : [@englishmatters](#)

All participants will be entered to win an autographed copy of a Dolly Parton book!



Facebook Frames

Available through
Facebook starting
November 23





Resources

Dolly Parton Imagination Library

www.ImaginationLibrary.com

Dolly Parton Imagination Library Internship

<http://www.english.org/career/internships/imagination-library.shtml>

Media Challenge

Sigma Tau Delta

<http://www.english.org/events/service/imagination-library.shtml>

NEHS

<http://nehs.us/chapters/life/imagination-library.shtml>