

REQUEST FOR APPLICATIONS

Dolly Parton's Imagination Library (DPIL)

Grant Period: FY 2017-18 & 2018-19

SECTION I - OVERVIEW

Background

North Carolina Session Law 2017-57 Section 11B.9 provides funding to the Smart Start network to implement Dolly Parton's Imagination Library (DPIL) for FY 2017-18 and FY 2018-19. Currently 49% of counties implement Dolly Parton's Imagination Library, serving 8% of eligible children across the state. The goal is to take the initiative statewide. **The statewide goal is to have over 41.5% (250,000/602,152) enrolled by FY 2019.**

Dolly Parton's Imagination Library program fosters a love of reading by mailing a high quality, age appropriate book each month to children ages birth to five.

Scope of Work

This request for proposal is seeking a Project Lead to coordinate and manage the Dolly Parton's Imagination Library Initiative in Pender County.

- **Recruit Families**
 - Create and implement a recruitment plan that includes partnering with local programs that serve families with young children.
 - Recruit 500 new DPIL enrollees for fiscal year 2017-18
 - Recruit 780 new DPIL enrollees for fiscal year 2018-19
- **Outreach Communication**
 - Promote registration through a variety of outlets.
- **Data Entry**
 - Enter information from paper applications into and monitor the centralized Dolly Parton's Imagination Library database for Pender County.
- **Handle Undelivered Books**
 - Pick up undelivered books from the post office and deliver them to other locations for public use on a weekly basis.
- **Enrollment Reporting and Verification**
 - Provide enrollment updates no less than twice per month to ensure that target enrollment projection rates are fine-tuned and met.
- **Participate in the Evaluation**
 - Encourage families to participate in all program surveys.

System of Support

Smart Start of Pender County will provide a system of support in all aspects to meet the Scope of Work and deliverables.



Funding

Funding available is \$6,000 for program support and implementation and an enrollment supplement of \$0.15 per month upon verification of enrollment of the child. DPIL book purchases will be made through a state level account operated and paid for by the North Carolina Partnership for Children (NCPC).

SECTION II – APPLICATION SUBMISSION REQUIREMENTS AND DATES

Complete and submit the following questions via email to:

Connie Carr-Costin, Executive Director
Smart Start of Pender County, Inc.
600 N. Timberly Lane/PO Box 429
Burgaw, NC 28425
910-259-9978 (phone)
conniepc@bellsouth.net

Completed questions must be received **no later than 1pm on October 20, 2017.**

Name: _____

Organization Name: _____

1. Describe the strength of your organization.
 - a. How long has your agency delivered, proposed, or initiated similar services?
 - b. What is the number of staff and volunteers in your program?
 - c. How has your agency leveraged state or grant funding in the past?
 - d. What is your capacity to carry out the DPIL project, based on your board strength, staff and volunteer availability, and partnering organization support?
2. How do you plan to engage early childhood, family support and other early literacy initiatives and programs in collaboration with the DPIL project?
3. How do you plan to use various media outlets to promote the DPIL project?