



Imagination Library of Oklahoma

Interested Affiliate FAQ

The Oklahoma State Department of Education is excited to partner with local organizations to bring the gift of literacy and a lifelong love of reading to Oklahoma's youngest children. Below are the answers to frequently-asked questions about the initiative to expand the [Imagination Library of Oklahoma](#) statewide.

What is an Imagination Library affiliate?

Imagination Library affiliates are 501(c)(3) organizations that have strong connections to families of young children in their communities and choose to partner with the Dollywood Foundation to provide their monthly book gifting program. Successful Imagination Library affiliates have been run by United Way groups, libraries, education foundations, and many other children-and-family-based organizations.

How do I know if my organization is a good fit for the Imagination Library program?

If your organization can fundraise to cover the rate of up to \$2.10 per child from birth through age 5 enrolled in your geographic area per month and can provide outreach to the community so families know where they can register, you may be a great fit to be an affiliate partner.

Is there a selection process to become an affiliate? What do I need to apply?

There is no specific selection process to become an affiliate. Historically, affiliates have been awarded to the first organization in a community that expresses interest and has the financial capacity to take on the program. The process of becoming an affiliate is self-paced and can take anywhere from 6 weeks to a few months. The organization will need to complete an agreement form with Dolly Parton's Imagination Library, provide a copy of their 501c3 certification letter, and complete a special postal form which requires a postal official's signature.

Are books mailed directly to the affiliate organization?

No, one of the hallmarks of the program is that books are mailed to the homes of participating families directly from Imagination Library in Tennessee.





As an affiliate, how large will my coverage area be?

Affiliates can select a coverage area as small as a ZIP code or as large as a county. Service areas will be designated in advance of opening registration to the public and can be expanded by the affiliate as desired.

What kinds of support will OSDE offer affiliates?

OSDE has earmarked \$2.5 million in federal emergency relief funding to match local affiliate funding 50:50, paying for half of the \$2.10 needed per child each month. While this funding source will expire in 2024, OSDE is working to secure additional funding to continue match funding into 2025 and beyond. Match funding will automatically be applied to affiliate monthly book order invoices. The Dollywood Foundation will apply match funding for Oklahoma affiliates beginning with the May 2022 invoice. OSDE will also provide program support to local affiliates through fundraising, public awareness campaigns, and providing networking opportunities for Oklahoma affiliates.

Who should I contact if I have questions?

- For all questions related to becoming an affiliate, please contact Imagination Library Regional Director, Pam Hunsaker at phunsaker@imaginationlibrary.com or visit the Imagination Library website at www.imaginationlibrary.com.
- For questions about community partnerships, match funding, and fundraising, please reach out to Laura Sikes at laura.sikes@sde.ok.gov or 405-420-9966.
- Visit us online at <https://sde.ok.gov/imagination-library> to learn more.

