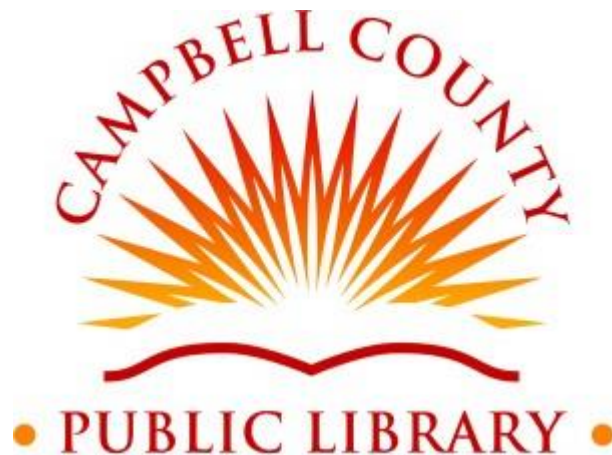




Raising the Roof on the Campbell County Imagination Library



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Let's focus on the cool stuff first:

- This is a great program.
- This is pretty dang easy in concept.
- This is pretty affordable.
- This will get your library into people's lives during those prime years of child raising.
- This will impact the lives of many children.
- All of your fears are for naught.

THE LIMIT
IS NOT
IN THE SKY.
THE LIMIT
IN THE MIND

(I think they meant "THE LIMIT IS IN THE MIND." I just thought it was a cool graphic. I'm a sucker for cool graphics.)

And...of course...the coolest thing of all is that
EVERYBODY recognizes Dolly...



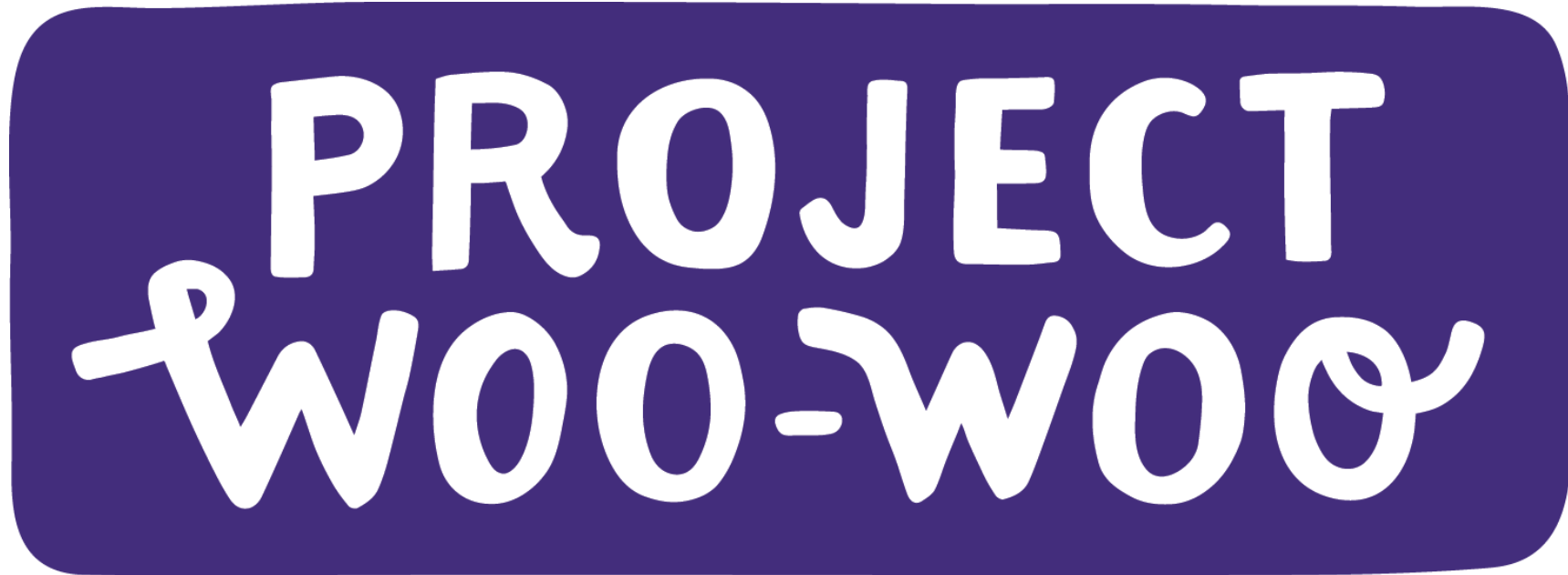
Seriously though, LOTS of people are aware of this program. We had a whole bunch on the waiting list!

Even with all that cool stuff, problems still existed though...

- It was too expensive to do solo. We needed the schools.
- It's hard to get into a school.
- It's even harder to get into seven schools. (One school, fortunately, merged with one of the others while this was in process.)
- The program costs money and everybody gets nervous when money talk comes up.



So we wooed them....



...featuring free food, of course.

Then slammed it home with a contract...



In a nutshell, the contract provides:

- Continuity
- Financial security (both initial and ongoing)
- Governance
- And the all important escape clause (never sign a contract without an escape clause!)

**Pro tip: don't make
the escape clause
too easy.**

To expand on the point of the initial funding...

- Bank account
- Start up costs
 - PR supplies (which come through DPIL for the most part)
 - Boosting social media posts
- Postal account
- Audit
- For us, legal fees for 501c3 status (more on that later)
- The unexpected (No surprises! That's my motto!)



(I really don't like this graphic but it's pretty dang hard to find a graphic for "expanding a point." Try it sometime! You'll see!)

Then the fun began!

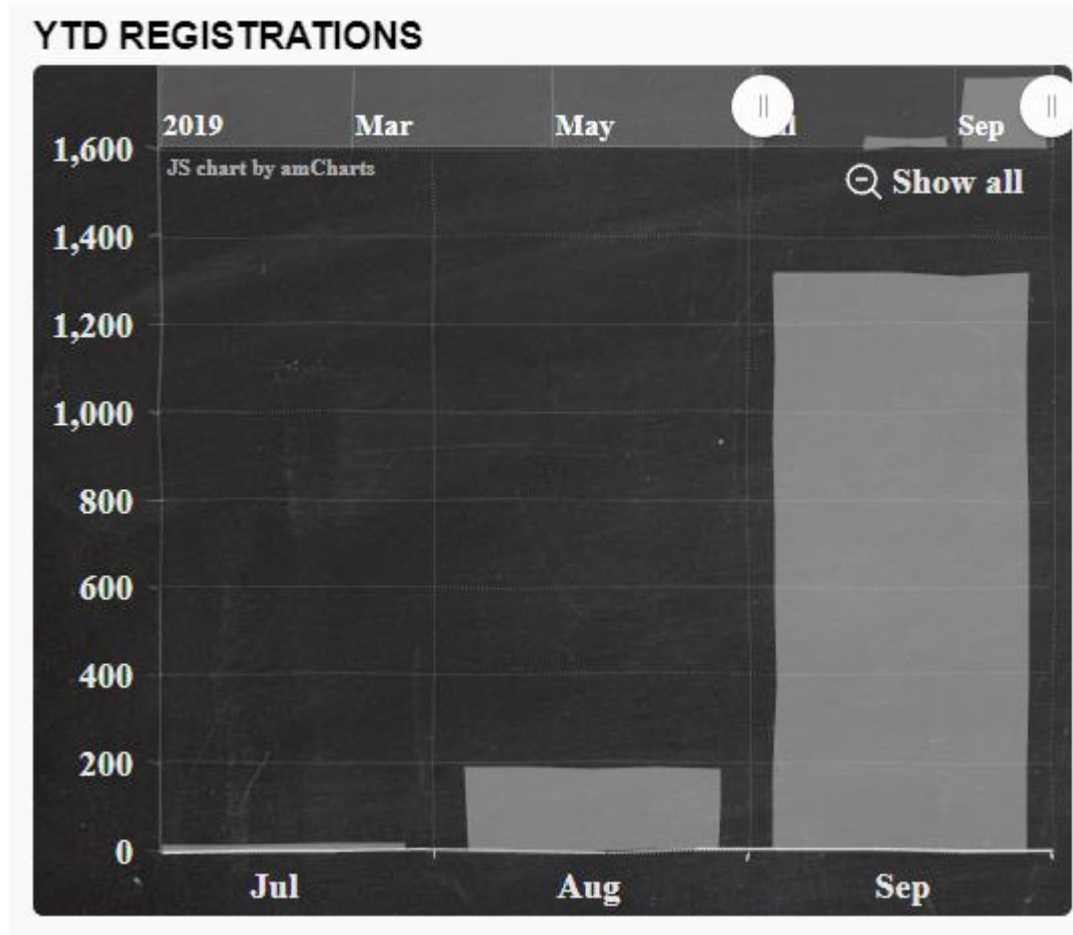
- Working with PR team.
- Getting access to the Book Ordering System (BOS).
- Figuring out the BOS.
- Doing a whisper silent (but very helpful) launch.
- Doing a louder (but still pretty quiet and very helpful) launch.
- Doing the BIG launch.

The BIG launch



It'll make you appreciate social media like never before!

Next we played the waiting game...for all of about four seconds.



I got this graphic from the actual BOS. It honestly isn't that good of a graphic (Sorry, Christie!), but it does give a representation of the difference between 8 registrations (July), 243 (August), and XXX (September). See what that social media can do for you now?

There are some stumbling blocks though...

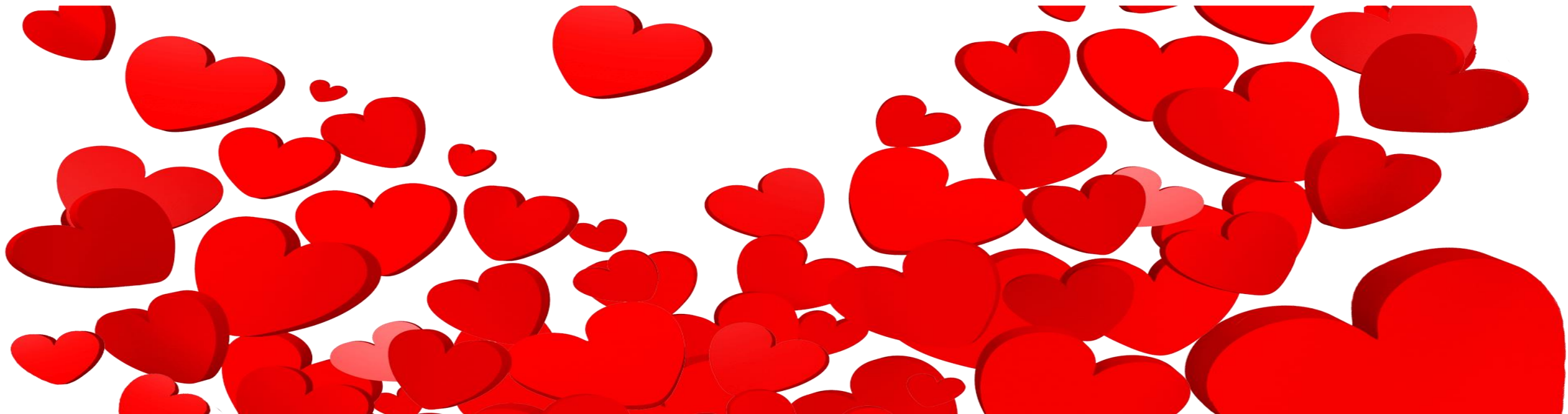
- We're way more successful than I thought.
- We haven't quite honed how we're going to bill the schools.
- We need to get the Imagination Library funds separated from the library's funds.



This is a pretty mean-spirited looking picture, but I liked it! What does that say about me, I wonder?

But overall...

We're lovin' it!



Questions?

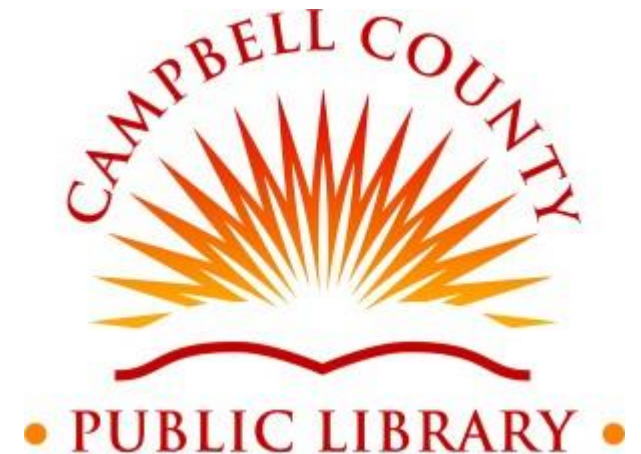


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Christy, I swear our logo
is just a tiny bit smaller
than Dolly's. I swear it is!