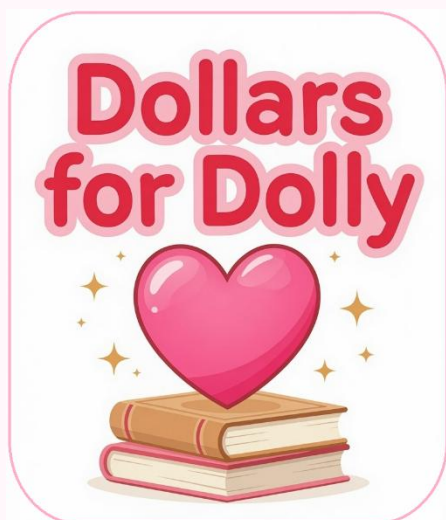




## Dollars for Dolly

*A joyful, school-based fundraiser supporting Dolly Parton's Imagination Library and celebrating early childhood literacy.*

**Dollars for Dolly (DFD)** is a fun, high-energy fundraising week designed for elementary schools that want to champion early literacy and support Dolly Parton's Imagination Library (DPIL) in their community. It builds excitement around reading, encourages friendly classroom competition and strengthens connections between older students and the youngest learners in the community.

Schools may host **Dollars for Dolly** at any time during the year, though many choose the week of **January 19**, Dolly Parton's birthday, and celebrate with a schoolwide reading party.



### Getting Started

Choose a week in the fall or winter for your pilot event and begin building anticipation:

- Create buzz with morning announcements, posters and hallway displays
- Engage classroom teachers early -- they help promote the week and tally daily donations
- Display student-made "Dollars for Dolly" posters throughout the school
- Encourage art classes to create Dolly-inspired artwork for a cafeteria gallery
- Invite students to learn about Dolly's life, her music and her passion for reading



### What the Winning Classroom Receives

- **Movie Night in the Gym** -- popcorn, cupcakes and fun
- **Presentation Moment** -- students present funds to the local DPIL affiliate
- **Local Recognition** -- photo and story in the community newspaper
- **A Thank-You Message** -- from the Dollywood Foundation



### Daily Themes

Each day features a simple, child-friendly giving prompt:

- **Monday: Penny Day** — bring one penny for every inch of your height
- **Tuesday: Nickel Day** — bring one nickel for your shoe size
- **Wednesday: Dime Day** — bring one dime for every year of your age
- **Thursday: Quarter Day** — bring one quarter for each family member
- **Friday: Dollar for Dolly Day** — bring \$1.00

Students should always be reminded that **any amount is welcome** and that **giving is voluntary**.



### Why It Matters

Dollars for Dolly benefits both older and younger students:

- Older students raise money to provide books for younger children
- Builds philanthropy, service and mentoring
- Encourages older students to read *with* and *to* younger students
- Creates a school tradition around passing down the love of reading
- Boosts DPIL enrollment and community awareness
- Highlights Dolly Parton as a positive role model who created DPIL in honor of her father, who could not read or write

## The Formula for Success

**Promotion + Competition + Incentives = Literacy Awareness**

### **Promotion**

- Two weeks of lead-up announcements
- Dolly artwork and posters
- Teachers wearing Dolly wigs
- Serving Dolly-favorite foods in the cafeteria
- Talking up Dolly's commitment to literacy

### **Competition**

- Daily announcements of classroom totals
- End-of-week assembly to reveal the winner
- Principal, reading specialist and librarian thank students for supporting early literacy

### **Incentives**

- PTO-provided cupcakes on **January 19**
- DFD T-shirts for the winning class (optional -- needs sponsors)
- Banner in the library honoring the winning classroom
- Optional "FUN challenge" if the school meets its goal (ice bucket, silly costume day, etc.)

## Ask Yourself . . .

**What would Dolly do to promote reading at my school?**

She'd make it joyful, memorable and full of heart.

*"Early childhood literacy is everybody's business – and every child's birthright!"*