



VALUE ANALYSIS

WITH Dolly Parton's Imagination Library Program

WITHOUT Dolly Parton's Imagination Library Program

Book

\$1.47
Average Cost Per Book

\$14.30
Average Retail Cost Per Book

Fulfillment & Postage

\$1.13
Average Cost Per Book
Bulk Discount / Nonprofit Postage

\$4.63
Average Cost Per Book
First Class Postage

Administrative Cost
Database, Support,
Book Selection, Marketing, Etc

\$0.00
Average Cost Per Book

\$3.06
Based on 1500 children using
15/85% admin cost ratio

TOTAL ANNUAL COSTS

\$2.60 / Book x 12 Months
\$31.20

\$21.99/ Book x 12 Months
\$263.88

EXAMPLE COMMUNITY TOTALS

1500 x \$31.20 =
\$46,800 / year

1500 x \$245.16 =
\$395,740 / year