



**Wake County SmartStart  
REQUEST FOR APPLICATIONS  
Dolly Parton's Imagination Library (DPIL) Expansion  
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.**

**Scope of Work**

Wake County SmartStart (WCSS) is seeking a Project Lead to coordinate and manage the Dolly Parton's Imagination Library Expansion Initiative.

- **Recruit Families**
  - Create and implement a Dolly Parton recruitment plan
  - Recruit 20,000 new DPIL enrollees for fiscal year 2017-18
  - Recruit additional 20,000 DPIL enrollees for fiscal year 2018-19
- **Outreach Communication**
  - Promote registration through a variety of outlets, including social media
- **Data Entry**
  - Enter information from paper applications into the centralized Dolly Parton's Imagination Library Expansion Funds database
- **Handle Undelivered Books**
  - Pick up undelivered books from the post office and deliver them to other locations for public use
- **Enrollment Reporting and Verification**
  - Provide regular enrollment updates to ensure that targets are fine-tuned
- **Participate in the Evaluation**
  - Encourage families to participate in the survey
- **Early Literacy Coordination**
  - Promote early literacy initiatives with community partners and organizations



**System of Support**

WCSS will provide a system of support in all aspects to meet the Scope of Work and deliverables.

**Funding**

Funding per Child Enrolled: The Project Lead will receive a supplement of \$1.80 per enrolled. These funds will be used to support implementation of the program.

**SECTION II – APPLICATION SUBMISSION REQUIREMENTS AND DATES**

**Complete and submit the following questions via email to:**

Anna Troutman, Director of Programs  
Wake County SmartStart  
4901 Waters Edge Drive, Suite 101  
Raleigh, NC 27606

Completed questions must be received **no later than 5pm on Friday, October 20, 2017**

**Name:** \_\_\_\_\_

**Organization Name:** \_\_\_\_\_

1. Is your agency able to meet all requirements outlined in the Scope of Work above? Yes or No.  
If so, please describe the strength of the applying agency to accomplish all aspects of the work.
  - a. How long has agency delivered proposed or similar services?
  - b. What is the number of staff, volunteers and partner organizations in program?
  - c. How has the agency leveraged funding?
  - d. What is agency capacity to carry out project?
  - e. What support does the leadership of the agency provide for the project?
2. How do you plan to engage early childhood, family support and early literacy initiatives in collaborating with Imagination Library?
3. How do you plan to use various media outlets to promote Imagination Library?