



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

FULLFILLMENT & POSTAGE

\$0.73
Average Cost Per Book
Bulk Discount / Nonprofit Postage

\$3.07
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

\$2.20/Book × 12 Months
\$26

\$20.43/Book × 12 Months
\$245.16

**EXAMPLE
COMMUNITY
TOTALS**

1500 x \$26=
\$39,000/year

1500 x \$245.16=
\$367,740/year