



# 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**