



www.governorsfoundation.org

"Tennessee Tech University has been of tremendous value to Dolly Parton's Imagination Library in Tennessee. Our website makes it easy for anyone in Tennessee to enroll their child to receive free books or make a donation to any of our 95 county programs. Our quarterly e-newsletter and up-and-coming blog that the center is helping us with will also make communicating with our donors and friends very easy and effective. Thank you for your generous work on behalf of our state's youngest citizens," said Jill Gorin Frost, Governor's Books from Birth Foundation.

Books From Birth

Governor's Foundation
Dolly Parton's Imagination Library

The BMC built an interactive website to promote a commitment to lifelong learning in Tennessee's youngest citizens, eliciting praise from former Governor Phil Bredesen. When Tennessee Governor Phil Bredesen was in office, he developed the Governor's Books from Birth Foundation – a partner of Dolly Parton's Imagination Library. The need to connect with the foundation's supporters, administrators, donors and others interested in the program was essential.

Books from Birth and Imagination Library encourage reading from an early age by providing each child in Tennessee with a new age-appropriate book each month until they're five years old, regardless of their parents' income. More than 300 public libraries statewide promote Books from Birth and Imagination Library. The goal of the governor's foundation was to get all 95 Tennessee counties involved with the program.



Communicating the benefits of the program and connecting Tennessee's network of libraries is an accomplishment Books from Birth Communications Director Margie Maddux attributes to the BusinessMedia Center. *"I previously worked with the BMC on the Meth=Death educational CD when I was with the Department of Children's Services,"* said Maddux. *"I found them to be extremely professional and creative, and I decided then if I ever got the chance to work with them again, I would. The website they created is the most powerful marketing tool we have. There are fascinating interactive aspects to the site, including a map of Tennessee that highlights each of the participating counties' contact information."*