



Birthday Email

All children enrolled in Dolly Parton's Imagination Library will receive a personalized video message from Dolly on their birthday!



Email sent to parent's inbox

To: [Child's First Name]

Subject line: Happy Birthday [child's first name], Love Dolly

Delivery

- Emails are sent to each child individually, not in bulk
- Emails for all countries will arrive in parent's inbox before 8am ET on child's birthday
- A child must be registered and approved before 8am ET US on their birthday to receive an email
- Any child deleted on their birthday after 8am ET will still receive a birthday email

Emails will only be sent to children of operating affiliates who are actively receiving books

