



Engagement Document 2011 - 2012

The purpose of this document is to create general terms and conditions for working with the Global Genes Project™, a program of RARE Project, a nonprofit 501c3 organization based in the US.

The goal of the Global Genes Project™ is to build a global campaign that will unify the world RARE disease community, under the identifiable symbol of hope, the Blue Denim Ribbon. The Global Genes Project™ was launched in early 2010, in time to support the 2nd Annual World Rare Disease Day held in February of that same year. Although many activities that come from the Global Genes Project are in support of World Rare Disease Day, the goal is to build a campaign that can help drive awareness, education, and create novel ways for patient organizations and patient advocates to raise money for their respective diseases, all year long.

What is critically important is that those that engage as part of the Global Genes Project™ work together in a very cohesive way. It is important, like with all brands, that in order to create the largest global impact, recognizable around the world (much like the pink ribbon for breast cancer) that we ensure every person/organization that engage with the Global Genes Project™, uses the resources, programs, etc as consistently as possible.

For our global partners, we understand that translations sometimes change meaning, and we are mindful that sometimes design might change too drastically to keep it true to the original design. However, we all must understand the importance of consistency of message/brand components, regardless of where we are in the world.

We are asking our national and international partners to honor the following:

1. When possible, utilize Global Genes Project™ campaign tools, logo's, designs, etc.

2. Contact Global Genes Project™ team to help customize tools specific to organizations event, country initiative, etc.
3. When partner organization is customizing tools, please send over the comps for a quick review by the Global Genes™ team. Just to ensure consistency and for feedback.
4. We also ask that partners SHARE their ideas. This provides an opportunity to promote innovative ideas that other patient advocates or organizations can utilize in their community!!!

Current Campaigns, Logo's, Tools: www.globalgenes.org

General:

- Global Genes Project™ General Logo
- Slogan – 'Hope It's In Your Genes' Logo – in various languages
- Simple Jeans Ribbon

Programs:

- '7,000 Bracelets for Hope'™
- '7K' Widget
- 'Wear That You Care'
- '1 Million For Rare'

World Rare Disease Day

- 'Wear That You Care' with WRDD reference
- Wear Jeans General Poster – can be customized

\$ Makes A Difference

- Window Poster
- Every \$ Makes A Difference (customizable)
- Every \$ Goes Into the Pockets of (customizable)

Blue Denim Awareness Ribbons

- Made available to all partner organizations and parent advocates; to be distributed at events, local programs, etc.
- Blue Denim Ribbon making kits can also be made available for local volunteers to get involved and help awareness efforts in their community.

Communications –

Our ask back to our partners is -

- That GGP partners consistently communicate about their campaigns and programs, that GGP has the opportunity to promote what is happening all around the globe – getting our partner organizations and patient advocates excited about the global unity/campaign.
- That GGP partners include the logo or jean ribbon visibly on the home page of their website showcasing their affiliation with Global Genes Project™.
- That the GGP partner provide insights and introductions to all relevant organizations within their network – sharing contact information when possible.
- That the member organization encourage all of their community members to become engaged and supportive of the broad GGP efforts. (Facebook support, etc) Our goal is to show that we are a global community that understands the importance of coming together. The Goal for 2012 is to grow the community to 1 million strong!

I will honor the requests made by Global Genes Project™ and their team of rare disease advocates. We are proud to be a contributing partner to this global campaign and unifying effort.

Name: _____

Organization: _____

Email Address: _____

Location: _____

Phone: _____

State or Country Affiliation: _____

Disease Affiliation:

The Global Genes Project™ is a campaign of RARE Project, a non-profit 501c3 organization. Please sign and fax back to 949.340.6337 or scan and fax back to nicoleb@rareproject.org