

PROCESS FOR APPROACHING CORPORATE LOCATIONS TO SUPPORT GGP

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*Go into the store/restaurant in person, with your child, if possible, or with a photo. It is much easier for people to say no via email or phone.

*Approach businesses connected to kids--e.g. I had success with a toy store, children's haircutting salon and a children's boutique.

*Call contacts at stores/restaurants you know personally--e.g. neighbors of ours who own a deli franchise.

*If manager/owner busy, ask if an email can be sent to him/her later that day detailing a children's rare disease initiative you are involved with. In the email, include a letter with a request for sale of the \$1 Makes a cut-outs and link to Global Genes Project website. Follow up.

*In general, large chain stores will be much harder to break through than local businesses--many have non-solicitation policies and strict corporate guidelines, but if you know someone who manages one, it may be still be worth a shot!

Contact Global Genes Project with additional suggestions on how to approach businesses, and we will add to this recommendations sheet. info@globalgenesproject.org