



HDSA in your genes

Dear *In Your Genes* Champion,

Thank you for supporting HDSA's mission by participating in the HDSA *In Your Genes* – Jeans Dress Down Day fundraising event in the workplace or school. *In Your Genes* is the perfect day to dress casually while supporting the mission of the Huntington's Disease Society of America.

Provided in this packet is everything you need to ensure that your *In Your Genes* event will be successful. The following materials will help you get started:

- **Information Sheet for Your Employer**
- **How to Make *In Your Genes* a Success**
- **Return Form for funds raised**
- **Sign- up Sheet**

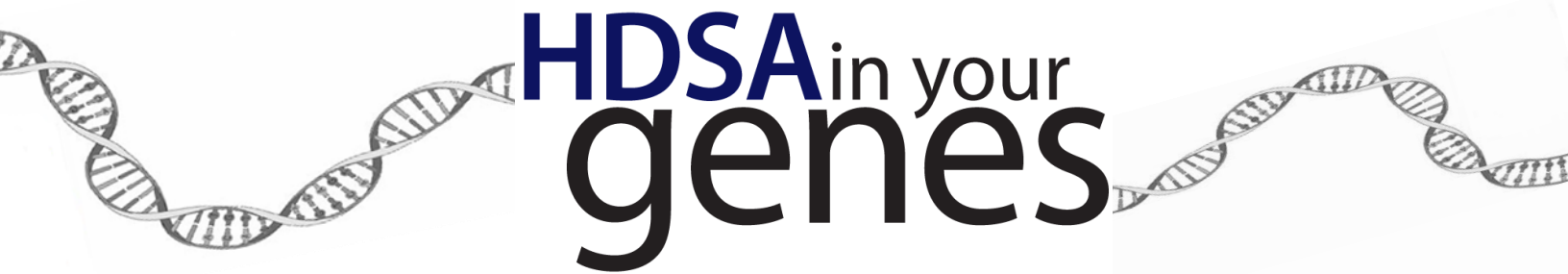
Your first step will be to approach your employer or principal for approval to host an *In Your Genes* fundraising day. Provide your employee or principal with this packet of information and be sure to let them know how educating your co-workers about HD would be so important to you.

Next, schedule your *In Your Genes* event. Choose any day, in any month, which works at your place of business, and make sure everyone knows about the opportunity to dress casually while supporting a great cause. Your business might want to consider the month of May which is HD awareness month!

Thank you so much for volunteering to be an *In Your Genes* champion!

Don't hesitate to contact me if you have any questions!

Casey Snyder
505 Eighth Ave, Suite 902
New York, NY 10018
212-242-1968 ext 236, csnyder@hdsa.org
www.hdsa.org/nynjreg



Information for Your Employer

In Your Genes to benefit the Huntington's Disease Society of America is a nationwide event that gives people in schools and businesses the opportunity to support families affected by Huntington's disease.

Huntington's disease is a fatal genetic disorder that causes the progressive breakdown of nerve cells in the brain. It deteriorates a person's physical and mental abilities during their prime working years and has no cure. HD is known as the quintessential family disease because every child of a parent with HD has a 50/50 chance of carrying the faulty gene. Today, there are 30,000 symptomatic Americans and more than 200,000 at-risk of inheriting the disease.

The Huntington's Disease Society of America is the premier nonprofit organization dedicated to improving the lives of everyone affected by HD. From community services and education to advocacy and research, HDSA is the world's leader in providing help for today and hope for tomorrow for people with HD and their families.

To learn more about Huntington's disease and the work of the Huntington's Disease Society of America, visit www.hdsa.org/nynjreg or call 1-800-345-HDSA.

Sincerely,

Casey Snyder

csnyder@hdsa.org 212-2421968 ext. 236

A decorative graphic of a DNA double helix, rendered in a light grey color, curves across the top of the page. The helix is composed of two strands connected by rungs, creating a continuous wave-like pattern.

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How to make In Your Genes a success:

Every work place and school is unique, so personalize your event for your office setting. Here are some ideas to help make your In Your Genes day a success:

- Provide a light breakfast or snack in the break room along with the *In Your Genes* sign-up sheet. To cut costs, try to find a local business to donate the food and beverages.
- Make it your goal to have *everyone* participate. This can start with management – if you get the boss or principal onboard, other's will be encouraged to join in.
- Publicize your event with the provided flyer, create a press release and e-blast using the provided samples. The more you get the word out, the more participants you will have.
- If your school or workplace is already casual, you might want to consider a "themed jeans day."
- Provide incentives. Nationally, the company that raises the most money with *In Your Genes* will be promoted on the HDSA website.
- Ask your company to provide a matching gift to double or triple your fundraising efforts.



FUNDS RAISED RETURN FORM

Thank you for hosting an *In Your Genes* event to benefit the Huntington's Disease Society of America. Please complete this form and return to it HDSA within 30 days of your event.

Date of your *In Your Genes* Event: _____

Name of Organization: _____

Address of Organization: _____

Contact Name: _____

Phone/Email: _____

Alternate Contact: _____

Total Funds Raised: _____

Please mail all collected funds to HDSA in the envelope provided. Please do not send cash, and make checks out to:
Huntington's Disease Society of America, ATTN "In Your Genes"
Casey Snyder 505 Eighth Ave, Suite 902 New York, NY 10018 212-242-1968 ext. 236
Include the sign-up sheet so that we can send everyone who participated a thank you letter.