



November 1, 2018

Dear Community Leader and Influencer—

Thank you for your interest in the Dearborn Brand Initiative and your willingness to support this effort. It's an exciting effort that promises to pay significant and enduring dividends to our city!

This packet contains a number of items to help you be an active and effective participant in this effort:

- Hard copies of the **Dearborn Individual and Business Owner Surveys** for you to take and distribute to family, friends and colleagues;
- **Sample letter** inviting friends and colleagues to take the brand surveys;
- **Postcards** with a call to action to take the surveys and visit the brand initiative website, brandingdearborn.com;
- **FAQs** with clear, direct answers to questions you or others may have regarding the initiative;
- **Sample social media posts** to draw attention to the brand initiative and the surveys that are a part of it;
- **Press release** introducing the brand initiative to share with anyone in a position to communicate the Dearborn Brand Initiative in media, social and organizational communications channels;
- **Sample E-communication** news article introducing the brand initiative in short-format communication channels like e-newsletters or print publications; and
- **15-second call to action** that will help you introduce the value and reason of the brand initiative to others.

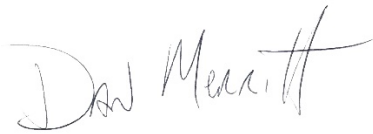
With these tools as a starting point, here are some things you can do to strengthen the Dearborn brand-building effort:

- Take the surveys and encourage others to do so;
- Widely share the URL to the brand initiative microsite, brandingdearborn.com;
- Send the sample letter to at least three friends or colleagues;

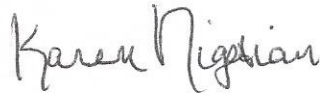
- Talk about the initiative with friends and colleagues and encourage them to become involved too;
- Send the social media posts and continue to post on the brand initiative as it develops;
- Host a meeting in your neighborhood, business or organization and have attendees fill out the survey or pass out postcards to encourage them to take it online; and
- Keep up with progress on the brand initiative, providing ongoing opinions and insights.

On behalf of the East and West Dearborn Downtown Development Authorities, our community partners, the Dearborn Brand Advisory Committee and everyone else involved in this effort, your support and involvement are deeply appreciated!

Sincerely,



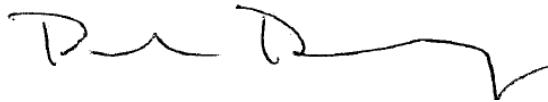
Dan Merritt
EDDDA Chairman
Green Brain Comics, Co-Owner



Karen Nigosian
WDDDA Chairwoman
Nigosian Rugs, Owner



Mayor John B. O'Reilly, Jr.
City of Dearborn



Dave Dubensky
Ford Land, Chairman and CEO