



SAMPLE LETTER

Take 10 minutes to help shape Dearborn's future!

Dear _____:

As the [title] of [organization], I'm proud of our organization's involvement in helping to make Dearborn the best possible place it can be to live, work and play.

The Dearborn Brand Initiative, brandingdearborn.com, which has just launched publicly, stands to play a big role in helping individuals and organizations of all kinds to tell a strong, focused Dearborn story. The brand effort will support key development and community-building initiatives that are currently underway to make a real difference in and for Dearborn.

I'm writing to ask for your help. In addition to everything else you do to help make our community strong, could I ask to you spend a few minutes to take the **Dearborn Individual Survey** (or **Dearborn Business Owner Survey**)? You can either **Take the Survey** online at brandingdearborn.com/surveys or I can provide you with a hard copy.

Your response, together with hundreds of others representing every facet of our diverse city, will give us an unprecedented base of insight. With it, we can identify key ideas to emphasize and key messages to communicate. They will provide a foundation for promotional campaigns and communications initiatives for years to come; and they will deliver a positive impact we will be able to measure—and to see all around us.

Many thanks for your time!

NAME

TITLE

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