

**January 4, 2016**

Dear DNA Day Organizer,

We at the National Human Genome Research Institute (NHGRI) are fortunate and thankful to have many active network members throughout the country participating in National DNA Day by hosting events in their area. We have put together a starter kit, including the following materials and resources to help make your event a success:

1. Welcome Letter
2. Style Guide
3. Participation Certificate
4. Business Card
5. PowerPoint Slides
6. Logos
7. Poster/Flyer
8. Website Partner Badge
9. Nametags
10. Social Media Toolkit
11. Sample Press Release
12. Sample Media Advisory
13. Letterhead
14. Take Home Points (media)

This starter kit will provide you with the necessary tools for informational meetings, events and speaking with the media. Please tailor ALL documents to fit the need of your organization.

We are very excited to share with you in this starter kit the passion and enthusiasm that NHGRI has for National DNA Day.

If you have any questions, you can reach the National DNA Day Team via email at [DNADay@nih.gov](mailto:DNADay@nih.gov).

Sincerely,

The National DNA Day Team

National Human Genome Research Institute