**HOW TO SEND APBD BROCHURES**                                                      6/1/2014

1. Identify your target.

   a) J.C.C.

   b) Synagogues

   c) Kosher Restaurants

   d) Jewish Book Stores

   e) Jewish Retirement Homes

   f)  Jewish News

   g) Doctor’s offices, Internists, Urologist

   h)  ??

2. Call and in a few words explain “this is not a sales call, I would like to send brochures that explain about a genetic disease that affects some Jewish people, many of the symptoms mimic other diseases and are misdiagnosed and treated with no results.

3. Get their name (it makes them accountable) and mailing address, no PO boxes.

4. Check with your local post office about sending these nonprofit, no advertising brochures ( book rate). Forty (45) brochures, a holder, box or tyvek envelope weighs about a pound and can be mailed for about $3.50. Make sure to put the name of the person you talked to on the shipping label.

Keep a list of who you sent the brochures to and email a copy to Sharon @APBDRF.org

Thank you,

Marc Levine