

1st follow-up printed on a postcard (sent to all participants 11 working days after completion of survey)

[Insert Date]

[Insert Clemson and NPS Logo]

Dear [Insert personalized formal salutation]:

Thank you for participating in the Blue Ridge Parkway: Rocky Knob Area Visitor Survey. We look forward to hearing from you. A select number of people were contacted for this study, so your opinions are very important! If you have already returned your questionnaire, thank you. If not, please mail it today.

[Insert signature]  
Jeffrey C. Hallo, Ph.D.  
Assistant Professor  
Clemson University

2nd follow-up note and letter with replacement questionnaire (sent to non-respondents  
21 working days after completion of survey)

[Insert Date]

[Insert Clemson and NPS Logo]

Dear [Insert personalized formal salutation]:

Thank you for participating in the Blue Ridge Parkway: Rocky Knob Area Visitor Survey. As of today, we have not received your questionnaire. Because only a select number of visitors were contacted, each visitor's comments are very important.

If you have already returned your questionnaire, thank you. If you have not returned your questionnaire, please mail it today. Unless your questionnaire was mailed in the last few days, we would appreciate you completing another one since we have not received it. We are enclosing a replacement questionnaire in case you have misplaced the original.

If you have any questions regarding your questionnaire, please contact me using the phone number or email address listed below.

Thank you for sharing your opinions with us.

[Insert signature]  
Jeffrey C. Hallo, Ph.D.

Assistant Professor  
Clemson University  
Phone: (864) 656-3237  
Email: [jhallo@clemson.edu](mailto:jhallo@clemson.edu)

3rd follow-up letter with replacement questionnaire (sent to non-respondents 35 working days after completion of survey)

[Insert Date]

[Insert Clemson and NPS Logo]

Dear Visitor:

I am writing about the visitor study at the Blue Ridge Parkway, in which you agreed to participate. As of today, we have not received your completed questionnaire. The waiting period for incoming questionnaires is almost over and a number of questionnaires have not been received. I would appreciate you completing another one unless you mailed it within the past few days.

The staff of Blue Ridge Parkway is anxiously awaiting the survey results. They want to use your ideas and opinions in making decisions about what services and programs to provide for visitors in the future. I am enclosing another questionnaire in case the previous one got lost. **I urge you to complete and return it by [insert date].**

If you have any questions regarding your questionnaire, please contact me using the phone number or email address listed below.

Thank you for sharing your opinions with us.

[Insert signature]  
Jeffrey C. Hallo, Ph.D.

Assistant Professor  
Clemson University  
Phone: 864-656-3237  
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