

## 1A. Pre-Survey Notification Letter - Online version

[Will carry NEA's logo]

Dear <Name> [if not available, use Festival Director]:

**Next week the National Endowment for the Arts will begin a groundbreaking study, The NEA Survey of Outdoor Arts Festivals, an online survey.** Our goal is to learn about the number and variety of outdoor arts festivals in the United States, the artists they employ, the communities they serve, and the role they play in our nation's cities, towns, and neighborhoods.

A study of this nature and scope has not been conducted before and is vital to learning more about the outdoor arts festival community. The findings will be shared with festival organizers, policy-makers, civic leaders, and the general public to give a detailed and accurate picture of the field.

We've hired Silber & Associates, an independent research company, to conduct the survey for us. **When Silber & Associates contacts you next week by e-mail, we urge you to participate in the survey.** The e-mail will contain a link to the survey site and a password.

The information you provide will be combined with responses from other festival organizers and reported in group form only. Your responses will not be reported individually or identified by name.

If you have any questions or would like more information about this survey, please contact Silber & Associates by phone at **1-888-745-2371 (ext. 33, followed by the # sign)** or by e-mail at **info@SAsurveys.com**.

Sincerely yours,

NEA Signatory

1B. Pre-Survey Notification Letter – Surface Mail version

[On NEA letterhead]

Dear <Name> [if not available, use Festival Director]:

**Next week the National Endowment for the Arts will begin a groundbreaking study, The NEA Survey of Outdoor Arts Festivals, an online survey.** Our goal is to learn about the number and variety of outdoor arts festivals in the United States, the artists they employ, the communities they serve, and the role they play in our nation's cities, towns, and neighborhoods.

A study of this nature and scope has not been conducted before and is vital to learning more about the outdoor arts festival community. The findings will be shared with festival organizers, policy-makers, civic leaders, and the general public to give a detailed and accurate picture of the field.

We've hired Silber & Associates, an independent research company, to conduct the survey for us. **When Silber & Associates contacts you next week by e-mail, we urge you to participate in the survey.** The e-mail will contain a link to the survey site and a password.

|  |
|--|
| Silber & Associates will contact you at <email address>. If this is incorrect, please contact them by e-mailing <a href="mailto:festival@SAsurveys.com">festival@SAsurveys.com</a> or calling (410) 531-2121, ext. 33, followed by the # sign. |
|--|

The information you provide will be combined with responses from other festival organizers and reported in group form only. Your responses will not be reported individually or identified by name.

If you have any questions or would like more information about this survey, please contact Silber & Associates using the contact information in the box above.

Sincerely yours,

NEA Signatory

## 2. Survey Invitation (by e-mail)

Dear <Name> [if not available, use Festival Director]:

Last week NAME, JOB TITLE at the **National Endowment for the Arts**, wrote to tell you about an online survey of utmost importance. It's the **NEA Survey of Outdoor Arts Festivals**, a groundbreaking effort to learn about the number and variety of outdoor arts festivals in the United States, the artists they employ, the communities they serve, and the role they play in our nation's cities, towns, and neighborhoods.

**The survey begins today**, and Silber & Associates, an independent research company, is managing the project on behalf of the NEA.

**Your participation in this survey is valuable** to the arts festival community. We estimate the survey will take about 13 minutes to finish. Below is a link to the survey site and your password. *You will need the password to access the survey.*

<https://www.festivalsurvey.com/survey.aspx>

password: <password>

The information you provide will be combined with responses from other festival organizers and reported in group form only. Your responses will not be reported individually or identified by name.

If you have questions or technical problems, please call (toll-free) **1-888-745-2371 (ext. 33)**, followed by the # sign) or e-mail [festival@SAsurveys.com](mailto:festival@SAsurveys.com).

Thank you for your contribution to this important study.

Sincerely,

Bohne Silber, Ph.D., President  
Silber & Associates

### 3. Followup Reminder (by e-mail)

Dear <Name> [if not available, use Festival Director]:

**We know you're busy, but the National Endowment for the Arts could use your help in a groundbreaking online survey of outdoor arts festivals.** Our records show that you have not yet responded to the survey.

Please take the time to participate. We estimate the survey will take about 13 minutes to finish. Below is a link to the survey site and your password. *You will need the password to access the survey.*

<https://www.festivalsurvey.com/survey.aspx>

password: <password>

If our records are in error, and you have already responded, please accept our thanks and an apology for this e-mail. If you have not responded to the survey because we've reached you in error, please let us know by calling call (toll-free) **1-888-745-2371 (ext. 33,** followed by the # sign) or e-mail [festival@SAsurveys.com](mailto:festival@SAsurveys.com).

We hope to hear from you soon and thank you sincerely for your help.

Bohne Silber, Ph.D., President  
Silber & Associates