

Initial Postcard

[Hello NAME]

About a week ago, you visited a National Wildlife Refuge and agreed to participate in a survey of Refuge visitors. Thanks again for helping us out!

Because the technology is available, we'd like to give you the option of completing the survey online. We think that this will be a quicker option for many and, of course, will save resources.

If you would prefer to complete a paper copy or do not have access to the Internet that is fine— we will send you a paper copy in the mail in about a week.

If you would like to complete the survey online, just type the link below in your internet browser. This is a unique link that will be used for your responses only.

[URL LINK to the survey website HERE]

If you have any problems accessing the link or completing the survey online, just contact us at either 970.226.9xxx or XXX @usgs.gov.

Natalie Sexton  
Social Science Researcher

OMB Control Number: 1018-XXXX  
Expiration Date:

## 1<sup>st</sup>\_Mailing\_Cover Letter

Dear «FirstName» «LastName»:

I hope you enjoyed your recent visit to a National Wildlife Refuge. I appreciate your agreeing to participate in a study of visitors to National Wildlife Refuges. This study is part of a national effort to better understand visitors' recreational, educational, and information experiences on Refuges. We also want to know visitors' satisfaction with current visitor services and facilities and their desire for future services and facilities.

You are one of a random sample of visitors to National Wildlife Refuges across the country being asked about your Refuge visit.

Results from the survey will help the U.S. Fish and Wildlife Service (which manages the National Wildlife Refuge System) make every Refuge a better place for visitors while preserving wildlife. By understanding what visitors want when they visit the Refuge, managers can do a better job of improving the visitor experience.

Your participation in this survey is voluntary. The Office of Management has approved the survey and assigned OMB Control No. 1018-XXXX. It should take you about 25 minutes to complete this survey. After we receive your completed survey, we will delete all of your contact information from our database. All responses will be released only as summaries and not linked in any way to individuals. *If for some reason you have changed your mind about participating, please let us know by returning the blank questionnaire in the enclosed envelope.*

If you have any questions or comments about this study, we would be happy to talk with you. Our phone and mail contact information is in the letterhead above. You can also email us at XXX@usgs.gov

Thank you very much for helping with this important study.

Sincerely,

Natalie Sexton  
Social Science Researcher

OMB Control Number: 1018-XXXX  
Expiration Date:

Postcard Reminder

[Date]

Last week, we sent you a survey about the National Wildlife Refuge you recently visited. We want to thank you again for agreeing to participate.

If you completed and returned the questionnaire, please accept our sincere thanks. If not, we would appreciate it if you would complete and return the survey today. This is the only way that we can measure how satisfied you were with your most recent visit to the Refuge.

If it is more convenient to you, please consider completing the survey online by going to (URL HERE) (just type this link into your Internet browser). If you have changed your mind about participating, please go to this link to let us know. If you requested and did not receive the paper version of our survey or if it was misplaced, please call us at 970.226.9346 or email us at XXX@usgs.gov. We will send a replacement copy in the mail immediately.

Sincerely,

Natalie Sexton  
Social Science Researcher

OMB Control Number: 1018-XXXX  
Expiration Date:

## 2<sup>nd</sup>\_Mailing\_Cover\_Letter

Dear «FirstName» «LastName»:

About 3 weeks ago, we sent you a questionnaire that asked about your experiences while visiting a National Wildlife Refuge. As of today, we have not received your completed survey.

The comments of people who have already responded include a wide variety of opinions regarding National Wildlife Refuges and the facilities and services they provide. Many have described their experiences and preferences. We think the results will be very useful to Refuge managers, planners, and others.

We are writing again because of the importance of your survey in helping us get accurate results. You are one of a random sample of visitors participating in a study to improve the quality of Refuges and the services provided to you and all future visitors. It's only by hearing from nearly everyone in that sample that we can be sure the results are truly representative.

There is an identification number printed on the back cover of the survey so that we can check your name off of the mailing list when you return it. We will destroy the mailing list so that individual names can never be connected to the results in any way. Protecting the privacy of your answers is very important to us.

We hope that you will fill out and return the survey soon. If you have changed your mind about participating, please let us know by returning the blank questionnaire in the enclosed envelope.

Sincerely,

Natalie Sexton  
Social Science Researcher

P.S. If you have any questions, please feel free to contact us at 970.226.9xxx or you can email us at xxx@usgs.gov.

OMB Control Number: 1018-XXXX  
Current Expiration Date: