

**Appendix B**  
**INVITATION EMAIL**

**(Pretest and Experimental Study)**

New Food Survey

Dear [Panel Member's first name],

The next opportunity for you to share your opinions with me is [here!](#)  
Link not working? Copy and paste this into your browser:

[link]

**Points:** Earn up to <#ProjectVersion[CompletedPoints]> reward points, plus an entry into our monthly sweepstakes (with 200+ prizes totaling \$5,000).

**Time:** About 15 minutes.

**How do I log in?**

**Username:** <#DubKnowledge[1200/Username]>

**Password Hint:** <#DubKnowledge[26327/Password hint]>

**Have fun!**

*Marie Brighton*

Panel Director

**\*\*The survey is completely voluntary and your answers will be kept strictly confidential and you don't have to answer any questions that you don't want to.**