

Kevin's Introductory Letter

Dear <FIRST NAME>,

The U.S. Geological Survey's Gap Analysis Program (GAP) is currently assessing its performance with regards to the use of its data and science. I have asked the Policy Analysis and Science Assistance Branch (PASA) at the USGS Fort Collins Science Center to conduct an on-line survey that will assist with an assessment of GAP.

This project will help us to characterize the use and users of GAP data and products. We will use the information to estimate the direct or indirect contributions of GAP to the conservation of biodiversity. Part of the survey will assess satisfaction with GAP data and suggestions for improvement.

I am asking each of you to assist us by responding to the online survey. We value your opinion regarding the improvement of GAP, its products and contributions to science.

In a few days, you will receive an email with a link to the online survey from Joan Ratz, the social scientist managing the survey. If you question whether or not you are a GAP data user, we are asking that you please read the first survey question before you decide whether or not to take the survey.

Thank you for your assistance in helping us with this important project and supporting our efforts to strengthen the data, science, and products provided by GAP.

Sincerely,
Dr. Kevin J. Gergely

USGS Gap Analysis Program
Moscow, Idaho

Text for survey link letter from Joan

Dear FIRST NAME,

A few days ago you received a message from Kevin Gergely, Operations Manager, National GAP Operations Office, asking for your participation in a survey. The information will help GAP understand the needs of those who use GAP data and to understand how well existing GAP data and programs meet those needs.

We estimate an average respondent can complete this survey in 28 minutes with completion times ranging from 20 to 30 minutes. If you need to stop part way through the survey, you can re-enter the survey and finish it at another time. You can re-enter the survey by keeping this message and clicking on the link below.

If the survey software does not indicate that we have received a completed survey from you, we will send you a reminder message. We will collect data on this survey for approximately 2 weeks. If you believe you may have received this survey invitation in error, we would like to ask you to respond to the first question on the survey.

This is a personal invitation and should not be forwarded to others. Your responses will not be reported individually, but only combined with the responses of others.

To begin the survey, click on this link:

KeySurvey Link

If you have any questions or have any difficulty with the survey link, please contact me at GAP_Program_Eval@usgs.gov.

Thank you for your time and effort.

Sincerely,

Joan Ratz
Social Scientist, USGS

GAP survey reminder 1

Dear <FIRSTNAME>,

Last week you received a message including a link to an online survey regarding the Gap Analysis Program (GAP). Our survey software indicates we do not have a completed survey from you. If you have returned your survey within the last two days, please disregard this message.

We estimate it will take an average of 28 minutes to complete the survey. If you need to stop part way through the survey, you can re-enter the survey and finish it at another time. To begin or complete the survey, please click the on the link below:

[< KeySurvey Link >](#)

This is a personal invitation and should not be forwarded to others. Your responses will not be reported individually, but only combined with the responses of others. This survey is an opportunity for users of GAP to provide feedback to GAP. Your participation is important.

The survey will be open until **<insert date here>**.

If you have any questions or have any difficulty with the survey link, please contact me at GAP_Program_Eval@usgs.gov or 970-226-9315.

Thank you for your time and effort.

Sincerely,

Joan Ratz
Social Scientist, USGS

GAP survey reminder 2

Dear <FIRSTNAME>,

On <insert date>, you were sent an invitation to participate in an online survey regarding the Gap Analysis Program (GAP).

So far, we have not received your completed survey. If you started the survey, you can re-enter the survey and finish it by clicking on the link below. If you have completed the survey in the last two days, please disregard this message.

We estimate it will take an average of 28 minutes to complete the survey. If you need to stop part way through the survey, you can re-enter the survey and finish it at another time. To begin or complete the survey, please click on the link below:

[< KeySurvey Link >](#)

This is a personal invitation and should not be forwarded to others. Your responses will not be reported individually, but only combined with the responses of others. This survey is an opportunity for users of GAP to provide feedback to GAP. Your participation is important.

Because of time constraints, the last day to submit your survey will on <insert date>. If you wish to participate, please do as soon as possible.

If you have any questions or have any difficulty with the survey link, please contact me at GAP_Program_Eval@usgs.gov or 970-226-9315.

Thank you for your time and effort.

Sincerely,

Joan Ratz
Social Scientist, USGS