

Mailing Letters and Postcard Reminder

Advance letter

<DATE>

John Smith
123 Main Street
Anywhere, USA 12345

Dear <Name>

NOAA Fisheries (the National Marine Fisheries Service) is conducting a study to learn more about saltwater recreational fishing for halibut, salmon, and other fish off Alaska. We are interested in the activities and preferences of anglers like you. With your help, we can provide better information to fishery managers to improve your sport fishing experience and enhance fishery management practices.

You were selected at random from anglers with a 2011 Alaska sport fishing license. Very few anglers were chosen for the study, so your help is critical to its success. In the next few days, you will receive a questionnaire in the mail from ICF Macro, a survey research firm that is assisting us in conducting the survey.

The survey asks about your experiences and opinions on saltwater fishing in Alaska.

Even if you have not fished in saltwater off Alaska, your opinion matters. You are one of a small number of anglers across the country selected to help. To keep costs low and to make sure we hear from a true cross-section of households, we need to hear from you.

Thank you in advance for your help.

Sincerely,

Dan Lew
Project Director
National Oceanic and Atmospheric Administration



Initial mailing letter

<DATE>

John Smith
123 Main Street
Anywhere, USA 12345

Dear <Name>

Enclosed is the questionnaire I wrote to you about last week.

We need your help to learn more about saltwater recreational fishing in Alaska. With your help, we can provide better information to fishery managers and improve your fishing experience.

Even if you have not fished in saltwater in Alaska, your opinion matters. Although your participation is voluntary, you are one of only a select few from across the country scientifically selected to participate in this study. To keep costs low and to make sure we hear from a true cross-section of all Alaska anglers, we need to hear from you.

The survey takes most people about 25 minutes to complete, sometimes more, sometimes less. Your answers will be kept confidential and your name will never be revealed. Your name and address will be kept separate from your responses, and only responses will be delivered to researchers for analysis. The identification number on the survey is there so that ICF Macro, a survey firm hired to assist us, can check your name off when the questionnaire is returned. If you have any questions, please call ICF Macro toll-free at 1-800-XXX-XXXX.

We realize your time is valuable, so we have included \$1 as a small token of our appreciation for your participation.

Thank you for your help, and please remember to complete all the questions.

Sincerely,

Dan Lew
Project Director
National Oceanic and Atmospheric Administration



Postcard reminder

Last week a questionnaire was mailed to you seeking information about your experiences and opinions toward saltwater recreational fishing in Alaska.

If you have already completed and returned the questionnaire, please accept our sincere thanks. If you have not completed and returned the survey, we ask that you do so today.

It is very important that we hear from you. You are one of a small number of anglers across the country selected to participate in this study. Your response will help shape decisions about federal government actions on this topic. However, a high rate of participation is required to include the results from the questionnaire in these decisions.

If you need another copy of the questionnaire, please call ICF Macro, a survey firm hired to assist us, at **1-800-XXX-XXXX** and a questionnaire will be mailed to you today.

Thank you for your help.

Dan Lew
Project Director
National Oceanic and Atmospheric Administration

Second full mailing letter

<DATE>

John Smith
123 Main Street
Anywhere, USA 12345

Dear <Name>

A few weeks ago, a questionnaire was mailed to you seeking input about your recreational fishing experiences in Alaska and your preferences for Alaska saltwater fishing trips. If you have already completed and returned the questionnaire, please accept our sincere thanks. If you have not completed and returned the survey, we ask that you do so today. We have enclosed another copy of the survey in case you have misplaced the original one we sent.

It is very important that we hear from you. Although your participation is voluntary, you are one of only a select few from across the country scientifically selected to participate in this study. The information you provide will help improve decisions by fishery managers. However, a high participation rate is required to include results from these questionnaires in these decisions.

Even if you have not fished in saltwater in Alaska, your opinion matters. To keep costs low and to make sure we hear from a true cross-section of all Alaska anglers, we need to hear from you.

The survey takes most people about 25 minutes to complete, sometimes more, sometimes less. Your answers will be kept confidential and your name will never be revealed. Information from the survey will only be reported in statistical terms. Your name and address will be kept separate from your responses, and only responses will be delivered to researchers for analysis. The identification number on the survey is there so that ICF Macro, a survey firm hired to assist us, can check your name off when the questionnaire is returned. If you have any questions, please call ICF Macro toll-free at 1-800-XXX-XXXX.

Thank you for your help, and please remember to complete all the questions.

Sincerely,

Dan Lew
Project Director
National Oceanic and Atmospheric Administration

