

Pre-notification E-mail

Subject: The National Weather Service needs your help

Dear {Name}:

In a few days, you will receive an email asking you to review some graphics that the National Weather Service is developing to convey the risks related to coastal storms. We need your help in determining the best graphics to use.

As you know, tropical storms can pose a significant risk to people living along the coast. The job of the National Weather Service is to provide information that people can use to make the best decisions possible.

In the upcoming survey, we'll be asking your opinion on a number of new Web-based graphics that have been developed. If you take the survey, you'll be able to provide valuable input into how the National Weather Service conveys information on tropical storms.

The survey is a Web-based questionnaire and should take no more than 15 minutes to complete. Your email was randomly selected from a list emails. The survey is being conducted by Eastern Research Group, Inc. (ERG), a subcontractor to the National Weather Service.

Your input would be greatly appreciated!

Regards,
[NAME]

Cover email

Subject: National Weather Service survey

Dear {Name}:

As we mentioned in our previous email, the National Weather Service is asking for your help in how it conveys information on the Web related to tropical storms.

Tropical storms can pose significant risk to people like you, who live along or near the coast. The National Weather Service provides information on the likely size and path of those storms so people can make the best decisions possible.

This survey asks your opinion on a number of new Web-based graphics that have been developed. By taking the survey, you are providing valuable input into how the National Weather Service conveys information on tropical storms. In addition, you are getting the chance to see the new ways in which the National Weather Service is thinking of conveying tropical storm risks before everyone else.

The link to survey is: [{Link}](#).

Your participation in the survey would be greatly appreciated.

Your email was randomly selected from a list of email addresses. The list we used contained only email address of individuals that agreed to receive requests such as this. If you wish to be removed from this list, please respond to this address and ask to be removed: {email address}.

Thanks again,

[Name](#)

Reminder E-mail (if needed)

Subject: Follow-up reminder for the National Weather Service survey

Last week, we sent out an email asking for your participation in a survey concerning the Web-based storm graphics being developed by the National Weather Service.

If you have already responded: Thank you!

If have not completed the survey yet, please take the time to do so now. Here is the link to the survey:

{Link}

This survey is very important! We need input from people like you to help the National Weather Service determine the best ways to convey the risks of tropical storms. By responding to the survey, you will be help the National Weather Service improve its graphics and, in turn, provide better information to you.

The survey is a Web-based questionnaire and should take no more than 15 minutes to complete.

Thank you for taking the time to respond.

Regards,
[NAME]