

Survey of Great Lakes Beach Hazards – Email Texts
Pre-Notification, Invitation, and Reminder Emails

Pre-Notification Email Text:

Subject: Upcoming Survey on Beach Hazards

Dear [NAME],

In the next few days you will receive an invitation to participate in a brief survey from the NOAA National Weather Service about how you get information about beach conditions, especially strong waves and currents. Please take a few minutes to complete this survey, the feedback you provide will be used to develop better messages about how to avoid and escape from strong wave and currents.

Thank you,
[NAME]

Invitation Email Text:

Subject: Survey on Beach Hazards

Dear [NAME],

The NOAA National Weather Service is conducting a survey people who have or who might visit the Great Lakes to learn more about the use of weather forecasts and other information about beach conditions.

Please participate in this 15 to 20 minute survey about the types of information you use to plan a visit to a Great Lakes beach, your awareness of beach hazards, and how you decide when beach conditions are safe for swimming.

[Survey link]

The feedback gathered through this survey will be used to develop new information and messages about how to avoid dangerous waves and currents in the Great Lakes. If you have any questions or comments regarding this evaluation, please contact [NAME] at [PHONE] or [EMAIL].

Thank you,
[NAME]

Reminder Email Text:

Subject: Survey on Beach Hazards

Dear [NAME],

Recently we sent you an invitation to participate in a brief survey about how you use information about beach conditions. This is just a little note to remind you to please consider participating in this survey before [Survey End Date].

[Survey link]

The feedback gathered through this survey will be used to develop new information and messages about how to avoid dangerous waves and currents in the Great Lakes. If you have any questions or comments regarding this evaluation, please contact [NAME] at [PHONE] or [EMAIL].

Thank you,
[NAME]