**Attachment O**

Parent Email

You recently agreed to participate in a 90-minute online focus group to explore teen driving and safety. As a reminder, the online focus group is scheduled for ...

**WHEN:**

[INSERT DATE & TIME].

**HOW:**

Tomorrow you will receive another email that will include a link that you will use to log into the online focus group.

**REWARD:**

Gift for participation of $30 in equivalent reward points

I look forward to hearing your opinions!

Regards,

Scott Letz

Stratalys Research

www.stratalys.com

*Details:*

*NEED TO CANCEL? Reply to this email with the Subject line 'Cancel'.*

*LOG IN EARLY. If you do not log in early, the session may be filled up and you won't receive your reward.*

You recently agreed to participate in a 90-minute online focus group to explore teen driving and safety. Here is the information you will need to log on tonight...

**WHEN:**

[INSERT DATE & TIME].

**HOW:**

Click on the link below (or copy-and-paste it into your browser) UP TO 20 MINUTES PRIOR to the scheduled start time of the session ... (\*\*LOG IN EARLY. If you do not log in early, the session may be filled up and you won't receive your reward.)

http://sss.stratalys.com/inquirer/s14207

The link will not work if you click on it more than 20 minutes prior to the scheduled start time.

**REWARD:**

Gift for participation of $30 in equivalent reward points

We'll see you at Xpm EASTERN this evening!

Regards,

Scott Letz

Stratalys Research

www.stratalys.com

*Details:*

*NEED TO CANCEL? Reply to this email with the Subject line 'Cancel'.*

*LOG IN EARLY. If you do not log in early, the session may be filled up and you won't receive your reward.*