

**African American Women's Perceptions
of a Social Marketing Campaign to Promote HIV Testing**

ATTACHMENT 5

Survey Reminder E-Mails

Reading level 7.8 (assessed by Flesch-Kincaid)

Email Invitation

Subject Line: Study to review draft HIV Testing Ads

We are asking people to be in a research study. The purpose of the survey is to hear your opinions about draft HIV testing related ads. [Insert survey vendor] and RTI International, a nonprofit research organization in North Carolina, are conducting the survey. The study is sponsored by the Centers for Disease Control and Prevention (CDC).

If you are a good match and choose to be in the study, we will ask you to take a survey about HIV testing related ad concepts that will take about 30 minutes to complete.

If you are a good match and choose to be in the study, we will want to thank you for the time you spend doing the survey and will give you points redeemable for merchandise as a token of our appreciation.

To see if you are a good match for the study, please click on the link below.

{LINK TO SCREENER}

1st E-mail Reminder (3-6 days)

We recently sent you a survey. We would appreciate you taking the survey at your earliest convenience by clicking the button below. Depending on your e-mail reader, you may need to copy and paste the link into your web browser. If you already did the survey, thank you and please delete this e-mail.

2nd E-mail Prompt - Custom (7 - 10 days)

We recently sent you a survey. RTI and [insert survey vendor here] are doing the study. The Centers for Disease Control and Prevention (CDC) is funding the study. We would appreciate you taking the survey at your earliest convenience by clicking the button below. Depending on your e-mail reader, you may need to copy and paste the link into your web browser. If you already did the survey, thank you and please delete this e-mail.