

E-mail Notification and Reminder

E-mail Notification to Participant

Subject Line:

Get Rewarded for Your Time - Study about Nutrition, Physical Activity, and Health

e-Mail Copy:

Dear <%First%>,

Based on your e-Rewards(R) profile, you are invited to earn e-Rewards Currency for participating in a research survey. If you qualify and complete the survey:

Full reward amount: \$5.00 in e-Rewards Currency

Full survey length: approximately 30 minutes

To complete the survey and earn e-Rewards Currency, simply click the link below, or copy the URL into your browser:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

Important: This survey may or may not be compatible with smartphones or other mobile devices, so please use your desktop or laptop computer to complete this survey. If you find that your device isn't compatible with a survey, please re-try your invitation link using your desktop or laptop computer.

We encourage you to respond quickly -- this e-Rewards invitation will be available only until a predetermined number of responses have been received. Please Note: you will only receive e-Rewards credit for taking the survey once.

Continue to check your inbox and your Member home page for future opportunities to earn e-Rewards Currency.

We value your time,

The e-Rewards Team

E-mail Reminders

E-mail Reminder to Participant (7-10 days)

Subject:

Last Chance to Get Rewarded for Your Time – Quick Survey about <#SUBJECT#>

e-Mail copy:

Dear <%First%>,

Several days ago, we sent an invitation for a Quick Survey.

Our records indicate you had not yet completed this survey at the time we sent this reminder. If you have not yet completed the survey, we invite you to do so at this time.

To complete the survey and earn e-Rewards(R) Currency, simply click the link below, or copy the URL into your browser:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

Important: This survey may or may not be compatible with smartphones or other mobile devices, so please use your desktop or laptop computer to complete this survey. If you find that your device isn't compatible with a survey, please re-try your invitation link using your desktop or laptop computer.

We encourage you to respond quickly -- this e-Rewards invitation will be available only until a predetermined number of responses have been received. Please Note: you will only receive e-Rewards credit for taking the survey once.

Please accept our sincere apologies if this reminder reached you after you have already completed the survey.

Continue to check your inbox and your Member home page for future opportunities to earn e-Rewards Currency.

Sincerely,
The e-Rewards Team