

Appendix F

Sample Notification and Recruitment
Letters:
Not-for-profit Institutions

Sample Email Notification Letter to Private School Foodservice Directors

SUBJECT: USDA/FNS Survey: School Foodservice Indirect Cost Study

Public reporting burden for this collection of information described below is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Services, Office of Research and Analysis, 3101 Park Center Drive, Room 1014, Alexandria, VA 22302 ATTN: PRA (0584-NEW). Do not return the completed form to this address.

OMB Control No.: 0584-NEW

[DATE]

[SFA DIRECTOR]

[ADDRESS]

Dear [SFA DIRECTOR]:

The Food and Nutrition Service (FNS) has contracted with Abt Associates Inc. to conduct a *School Foodservice Indirect Cost Study*. This study was mandated by Congress in Section 307 of the Healthy Hunger-Free Kids Act of 2010 (P.L. 111-296). The objective of this study is to assess the extent to which school food authorities participating in the National School Lunch program (NSLP) and School Breakfast Program (SBP) pay indirect costs. The Act also requires that States and selected school districts participate in this study.

Your school district and your foodservice authority have been selected as part of a nationally representative sample for this study. We are contacting SFA Directors, such as yourself, to complete a 30-minute web survey about how your private school allocates indirect costs and any charges for indirect costs to the foodservice account.

If no member of the foodservice staff is responsible for preparing the foodservice budget or monitoring the foodservice account, the first section in the survey is all that you will need to answer.

Below is the link to this survey, which can also be accessed via the URL:
<http://www.opinionport.com/fns/SFAsurvey>

Your login information is as follows:

Username [USERNAME LOWERCASE]
Password [PASSWORD LOWERCASE]

When you first login, you will be prompted to change your password. ***You can exit and re-enter the survey at any time, and you will have [#] days from your initial login to complete the survey.*** The 2011-2012 school year is the reference period for this survey. As some questions in the survey ask for detailed budget and spending information, you may need to refer to the appropriate budget documents. Please complete this survey by [DUE DATE].

We greatly appreciate your participation in this study. Your participation will help us to provide Congress with an accurate nationally representative description of the processes of establishing indirect cost rates and charging a portion of indirect costs to foodservice. If you have any questions regarding this project, please contact us at SF_Indirect_Cost_Study@abtassoc.com or toll-free at 800-###-####. You can also contact John Endahl at USDA/FNS at 703-305-2127.

Sincerely,

Carissa Climaco
Abt Associates Inc.
Project Manager
School Foodservice Indirect Cost Study

Sample Reminder Letter to Private School Foodservice Directors

[LOGO]

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[SFA DIRECTOR]

[ADDRESS]

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Sincerely,

Carissa Climaco
Abt Associates Inc.
Project Manager
School Foodservice Indirect Cost Study

Sample Email Reminder to Private School Foodservice Directors

SUBJECT: (REMINDER) USDA/FNS Survey: School Foodservice Indirect Cost Study

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OMB Control No.: 0584-NEW

[DATE]

[SFA DIRECTOR]

[ADDRESS]

Dear [SFA DIRECTOR]:

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Sincerely,

Carissa Climaco
Abt Associates Inc.
Project Manager
School Foodservice Indirect Cost Study

Sample Telephone Reminder Script for Private School Foodservice Directors

[READ TO RECRUIT/RESPONDENT] “Hello – I am working on the School Foodservice Indirect Cost Study for the US Department of Agriculture’s Food and Nutrition Service. Your school district and your foodservice authority have been selected as part of a nationally representative sample for this study. An email was sent to you on [DATE] with the link to the survey and your login information. Our records indicate you have not yet completed the survey. Do you remember receiving the email?”

[IF YES] “Did you have any questions about the survey or any problems accessing the survey?”

[IF YES, REFER TO LIST BELOW FOR ANSWERS TO FREQUENTLY ASKED QUESTIONS]

Study Description. This study was mandated by Congress in Section 307 of the Healthy Hunger-Free Kids Act of 2010 (P.L. 111-296). The objective of this study is to assess the extent to which school food authorities participating in the National School Lunch program (NSLP) and School Breakfast Program (SBP) pay indirect costs. The Act also requires that States and selected school districts participate in this study. We are contacting SFA Directors, such as yourself, to complete a 30-minute web survey about how your private school allocates indirect costs and any charges for indirect costs to the foodservice account.

Length of Web Survey. Approximately 30-minutes.

Deadline for Completion. [DATE]

Other Questions. I will find an answer and call you back.

[IF NO OTHER QUESTIONS] “Could I please confirm your email address?” **[OBTAIN RECRUIT/RESPONDENT EMAIL ADDRESS..]**

“Thank you. I will arrange to have an email with the survey link sent to you at this email address. If you have any questions about the survey, please call us at 1-800-###-#### or email us at SF_Indirect_Cost_Study@abtassoc.com. The phone number and email address will also be included in the survey email.” **[END CALL]**

[IF NO] “I will ask our survey team to resend the email to you with the survey link and your login information. If you have any questions about the survey, please call us at 1-800-###-#### or email us at SF_Indirect_Cost_Study@abtassoc.com. The phone number and email address will also be included in the survey email.” **[END CALL]**

[IF NO] “Could I please confirm your email address?” **[OBTAIN RECRUIT/RESPONDENT EMAIL ADDRESS..]**

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Sample Email Notification Letter to Private School Business Managers

SUBJECT: USDA/FNS Survey: School Foodservice Indirect Cost Study

[LOGO]

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OMB Control No.: 0584-NEW

[DATE]

[PRIVATE SCHOOL BUSINESS MANAGER]

[ADDRESS]

Dear [PRIVATE SCHOOL BUSINESS MANAGER]:

The Food and Nutrition Service (FNS) has contracted with Abt Associates Inc. to conduct a *School Foodservice Indirect Cost Study*. This study was mandated by Congress in Section 307 of the Healthy Hunger-Free Kids Act of 2010 (P.L. 111-296). The objective of this study is to assess the extent to which school food authorities participating in the National School Lunch program (NSLP) and School Breakfast Program (SBP) pay indirect costs. The Act also requires that States and selected school districts participate in this study.

Your school district and its foodservice authority have been selected as part of a nationally representative sample for this study. We are contacting private school Business Managers, such as yourself, to complete a 60-minute web survey about how your private school allocates indirect costs in its financial reporting.

If your district's foodservice director is responsible for developing the foodservice budget, s/he will also be asked to complete a brief web survey.

Below is the link to this survey, which can also be accessed via the URL:
<http://www.opinionport.com/fns/LEAsurvey>

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Carissa Climaco
Abt Associates Inc.
Project Manager
School Foodservice Indirect Cost Study

Sample Reminder Letter to Private School Business Managers

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Length of Web Survey. Approximately one hour.

Deadline for Completion. [DATE]

Other Questions. I will find an answer and call you back.

[IF NO OTHER QUESTIONS] “Could I please confirm your email address?” **[OBTAIN RECRUIT/RESPONDENT EMAIL ADDRESS..]**

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