

Attachment D
MIST Correspondence



NATIONAL SCIENCE FOUNDATION
4201 WILSON BOULEVARD
ARLINGTON, VIRGINIA 22230

[Date]

Dear [name of business owner entered here when available; otherwise use Small Business Owner]:

You are part of a vital but often unrecognized part of the economy – the small business community – and the National Science Foundation (NSF) wants to hear from you.

NSF, an independent federal agency, surveys all types of businesses in the U.S. to measure the extent of innovation and research and development (R&D) activities in our nation. At NSF, we are tasked with examining U.S. competitiveness in science, engineering, technology, and R&D. This survey focuses on the smallest businesses in the U.S. Your answers will help policymakers address issues such as how small businesses are affected by the rapid changes in our economy and what the smallest businesses are doing to be competitive.

NSF is seeking participation from a wide range of companies with differing characteristics. Your company was randomly chosen to participate. Your participation is voluntary and your answers will be kept confidential.

Please take a few minutes to complete and return the brief one page questionnaire in the postage paid envelope. This will take just a few minutes of your time, and will allow us to determine whether your company is eligible to participate in the full survey. Also, by providing your email address, we can send you a message with a link for the full survey on the web.

Westat is conducting the survey for NSF, and is available to help you with any questions or difficulties in completing the survey. You can email their help desk MISTsurvey@westat.com or call them toll free at 1-xxx-xxx-xxxx.

Thank you for your participation in this important survey.

Sincerely,



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Your user login is:

Your password is:

If you are not able to access the online survey or do not have access to the internet, a paper questionnaire will be mailed to you in the coming weeks.

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As we indicated in our initial letter to you, small businesses are a critical part of the U.S. economy but we know too little about them. This survey can help the country to start getting the information it needs to create an environment in which small businesses can succeed. We want to invite you to participate in this important study by completing the online survey.

Your participation is entirely voluntary and your answers will be kept confidential. The web survey will take about 20 minutes to complete.

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We are hopeful that the information from MIST will better our understanding of innovation and research and development activities among our nation's small businesses. Your participation is extremely helpful and we very much appreciate your time and response. As a token of appreciation the debit card we sent earlier will be activated with a value of \$20. We hope you found the survey interesting and useful for your own purposes.

Please feel free to call or email us if you have comments about the survey. You can reach us at MISTsurvey@westat.com or toll free at 1-888-xxx-xxxx.

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