

## Initial Cover Letter for Mail Survey



### **National Oceanic and Atmospheric Administration Coral Reef Conservation Program**

Date

Dear Participant:

**Purpose of Study:** The National Oceanic and Atmospheric Administration (NOAA) created the Coral Reef Conservation Program (CRCP) to safeguard and ensure the welfare of the coral reef ecosystems along the coastlines of America's States and Territories. CRCP is embarking on a new National Coral Reef Monitoring Program (NCRMP), intended to enhance the conservation of coral reefs. The purpose of this survey is to better understand your attitudes and behaviors related to coral reefs in order to ensure this new program is designed appropriately from the start.

**Description of survey procedures and approximate duration:** We would greatly appreciate you completing the attached survey and returning it either in the pre-addressed stamped envelope, email it to [Christy.Loper@noaa.gov](mailto:Christy.Loper@noaa.gov).

Your participation is crucial to the success of this study. The survey should take approximately 30 minutes to complete.

**Confidentiality:** Your specific responses will not be disseminated to the public in a way which could potentially reveal personally identifiable information (PII). Aggregate and summary statistics will only be publicly available for the data which will allow the identities of survey respondents to remain confidential. CRCP will maintain the data in accordance with the highest standards of information security and will keep PII data only as long as is absolutely necessary to complete the survey.

Thank you very much for your participation.

Sincerely,

Christy Loper, Ph.D.  
Coral Reef Conservation Program  
US National Oceanic and Atmospheric Administration

## **Follow Up Cover Letter for Mail Survey**



### **National Oceanic and Atmospheric Administration Coral Reef Conservation Program**

Date

Dear Participant:

Three weeks ago the attached questionnaire was sent to you seeking your views on coral reef conservation. The National Oceanic and Atmospheric Administration is embarking on a new National Coral Reef Monitoring Program (NCRMP), intended to enhance the conservation of coral reefs. The purpose of this survey is to better understand your attitudes and behaviors related to coral reefs in order to ensure this new program is designed appropriately from the start.

If you have already submitted your response, we greatly appreciate your contribution. If not, please do so at your earliest convenience and return it in the pre-addressed stamped envelope, or by email to [Christy.Loper@noaa.gov](mailto:Christy.Loper@noaa.gov).

Your specific responses will not be disseminated to the public in a way which could potentially reveal personally identifiable information (PII). Aggregate and summary statistics will only be publicly available for the data which will allow the identities of survey respondents to remain confidential. CRCP will maintain the data in accordance with the highest standards of information security and will keep PII data only as long as is absolutely necessary to complete the survey.

Thank you very much for your participation.

Sincerely,

Christy Loper, Ph.D.  
Coral Reef Conservation Program  
US National Oceanic and Atmospheric Administration

## **Thank You Letter**



### **National Oceanic and Atmospheric Administration Coral Reef Conservation Program**

Date

Dear Participant:

Thank you very much for participating in the National Oceanic and Atmospheric Administration Coral Reef Conservation Program survey. Your responses will be reviewed and analyzed as we move forward in creating our new National Coral Reef Monitoring Program.

If you have not yet had the chance to complete the survey, please do so at your earliest convenience as your participation is crucial to the success of this program.

Sincerely,

Christy Loper, Ph.D.  
Coral Reef Conservation Program  
US National Oceanic and Atmospheric Administration