

Date

Aloha {FIRST NAME},

You are receiving this letter because you hold a State of Hawaii Commercial Marine License (CML) and have reported the catch and sale of fish in 2013. Your mailing address was provided by the State of Hawaii Department of Land and Natural Resources. I am writing to ask for your help in understanding the importance of small-boat fishing in Hawaii.

An upcoming survey, conducted by NOAA Fisheries and approved by HDAR, will ask for details of your small-boat fishing related expenditures and activity during 2013. This information is important in estimating the economic and cultural contribution of small-boat fishing to Hawaii and for providing feedback to fishery agencies on the costs of fishing and fishing trip characteristics. Fishery management decisions are based, in part, on minimizing adverse economic impacts to fishing communities, and this research is vital to the assessment of future ocean management plans and actions.

Your participation is needed so that we can provide estimates that accurately represent Hawaii's small-boat fishery. **It is important to us to hear the voice of every fisherman within the Hawaii small-boat fishery.**

We are mailing out the survey form soon and **you can expect to receive a survey questionnaire in the mail next week.** You will also have the option to fill out the survey online. The website and login information will be provided in the next mailing materials.

Please be assured that your responses will be kept strictly confidential according to Federal confidentiality laws. All results will be presented in summary form.

If you have any questions or concerns about this survey, please contact Dr. Minling Pan at toll-free number [1-877-xxx-xxxx] or by email at Minling.Pan@noaa.gov

Your kokua is greatly appreciated.

Minling Pan, Chief Economist
Pacific Islands Fisheries Science Center, NOAA Fisheries

Date

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I am writing to ask for your help in understanding the importance of small-boat fishing in Hawaii. You are receiving this letter because you hold a State of Hawaii Commercial Marine License (CML) and have reported the catch and sale of fish in 2013. Your mailing address was provided by the State of Hawaii Department of Land and Natural Resources.

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Please take a few moments to answer the enclosed survey. When you complete the survey, just return it in the postage-paid envelope included in this packet. Alternatively, you can fill out the survey online. The website is www.xxxxxxxxxxxxxx.com and your login name is: {xxxxxxxx} and your password is: {xxxxxxxx}.

Please be assured that your responses will be kept strictly confidential according to Federal confidentiality laws. All results will be presented in summary form. If you would like to receive a copy of the final report for this study, please fill out the information at the end of the survey.

If you have any questions or concerns about this survey, please contact Dr. Minling Pan at toll-free number [1-877-xxx-xxxx] or by email at Minling.Pan@noaa.gov

Your kokua is greatly appreciated.

Minling Pan, Chief Economist
Pacific Islands Fisheries Science Center, NOAA Fisheries

{insert id}
Second cover letter

Date

Aloha {FIRST NAME},

A few weeks ago, you should have received the enclosed survey. If you have not had the chance to complete the survey, please take a few moments to participate in this important research. **If you already submitted a survey, please disregard this letter and accept our appreciation for your time and contribution.**

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Please take a few moments to answer the enclosed survey. When you complete the survey, just return it in the postage-paid envelope included in this packet. Alternatively, you can fill out the survey online. The website is www.xxxxxxxxxxxxxxx.com and your login name is: {xxxxxxxxx} and your password is: {xxxxxxxxx}.

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Your kokua is greatly appreciated.

Minling Pan, Chief Economist
Pacific Islands Fisheries Science Center, NOAA Fisheries

{insert

id}

It is important to hear the voice of every fisherman within the Hawaii small-boat fishery.

We need your help! We recently sent you a survey about your small-boat fishing related expenditures and activity during 2013. Your answers are important in estimating the economic and cultural contribution of small-boat fishing to Hawaii and for providing feedback to fishery agencies. Your participation is needed so that we can provide estimates that accurately represent Hawaii's small-boat fishery.

- **If you did not get the survey or lost it**, please contact Dr. Minling Pan at the toll-free number [1-877-xxx-xxxx] or email Minling.Pan@noaa.gov. We will mail you another one.
- You can also fill out the survey online. The login information will be provided in the next mailing materials or contact Dr. Minling Pan.
- Please ignore this message if you have completed the survey.

Mahalo for your support!