

Attachment 4: Sample Email Notification for Non-respondents

Evaluating Social Marketing Campaigns Targeting Gay/Bisexual Men

You have recently been asked to take part in a survey as part of a research study. The purpose of the survey is to hear your opinions about HIV-related topics and messages. RTI and ICF are conducting the survey. The survey is sponsored by the Centers for Disease Control and Prevention (CDC).

Please consider completing the survey. Your thoughts on HIV-related topics and messages are very important to us. You will receive points redeemable for merchandise upon completion of the survey. Thank you very much for your time.