

Advance notice letter

[DATE]

Dear [Mr./Mrs./Ms.] [Last Name of Respondent],

I am writing to ask for your help with an important study being conducted by NOAA's National Marine Fisheries Service, a U.S. government agency. In the next few days, you will receive a request to participate in this project by answering questions about your fishing experiences in the Central Valley.

With your help, NOAA Fisheries will gain insight into angler behavior and preferences and the economic importance of Central Valley fishing. I hope you will take 25 minutes of your time to help us better understand your fishing experiences.

Sincerely,

[Name]

[Project lead or coordinator]

NOAA Fisheries Service

[NOAA LOGO]

Cover letter, survey questionnaire

[DATE]

Dear [Mr./Mrs./Ms.] [Last Name of Respondent],

NOAA's National Marine Fisheries Service, a U.S. government agency, is conducting a study to learn more about the activities and preferences of recreational anglers who fish in California's Central Valley. Your name was selected at random from other license holders who fish in the Central Valley. Only a sample of anglers was chosen for this study so your help is critical to its success.

With your help, NOAA Fisheries will learn more about recreational fishing in the Central Valley: species targeted, locations fished, angler characteristics and expenditures, and factors that affect location choice. Collecting this information is critical for gaining a better understanding of the importance of Central Valley fishing to California's anglers.

The survey should take approximately 25 minutes to complete. Your responses are **voluntary** and will be kept **confidential**. That is, your responses will never be associated with your name or mailing address. This study has been reviewed and approved by the Office of Management and Budget to meet the requirements of the Paperwork Reduction Act (OMB Control Number: xxxxxxxx).

If you have any questions about this study, please feel free to contact [Name] at [Email] or [Phone].

My colleagues and I truly appreciate your participation and the time that you spend to be part of this study. We look forward to receiving your response.

Many thanks,

[Name]
[Project lead or coordinator]
NOAA, National Marine Fisheries Service

[NOAA LOGO]

Thank you postcard

[Date]

Last week, a questionnaire was mailed to you because you were randomly selected to help in a study about recreational fishing in the Central Valley.

If you have already completed and returned the questionnaire, please accept our sincere thanks. If not, we ask that you please consider completing and returning it. My colleagues and I greatly appreciate your help with this important study.

If you did not receive a questionnaire or if it has been misplaced, please call us at [phone number] and we will send you another one in the mail today.

Thank you for sharing your Central Valley fishing experiences with us.

Sincerely,

[Name]

[Project lead or coordinator]

NOAA, National Marine Fisheries Service

Cover letter, replacement survey

[DATE]

Dear [Mr./Mrs./Ms.] [Last Name of Respondent],

In [month] we sent a letter and questionnaire to your address that asked you to participate in a study about recreational fishing in the Central Valley. To the best of our knowledge, it has not yet been returned.

We are writing again to ask for your help. NOAA Fisheries would like to hear from anglers like you about recreational fishing in the Central Valley: species targeted, locations fished, angler characteristics and expenditures, and factors that affect location choice. This information is critical for gaining a better understanding of angler activities and preferences and the economic importance of Central Valley fishing.

The survey should take approximately 25 minutes to complete. Your responses are **voluntary** and will be kept **confidential**. That is, your responses will never be associated with your name or mailing address. This study has been reviewed and approved by the Office of Management and Budget to meet the requirements of the Paperwork Reduction Act (OMB Control Number: xxxxxxxx).

If you have any questions regarding this study, please feel free to contact [Name] at [Email] or [Phone].

Again, my colleagues and I truly appreciate your participation and the time that you set aside to be part of this study. We look forward to receiving your responses.

Many thanks,

[Name]

[Project lead or coordinator]

NOAA, National Marine Fisheries Service

Final postcard

[Date]

Last week, a replacement questionnaire was mailed to you because you were randomly selected to help in a study about recreational fishing in the Central Valley.

If you have already completed and returned the questionnaire, please accept our sincere thanks. If not, we ask that you please consider completing and returning it. My colleagues and I greatly appreciate your help with this important study.

If you did not receive a questionnaire or if it has been misplaced, please call us at [phone number] and we will send you another one in the mail today.

Thank you for sharing your fishing experiences with us.

Sincerely,

[Name]

[Project lead or coordinator]

NOAA, National Marine Fisheries Service