

**NOAA Coral Reef Conservation Program Customer Survey  
Notification, Invitation, and Reminder Emails**

**A. Pre-Notification Email**

To: [surveyrespondent@example.com](mailto:surveyrespondent@example.com)

From: [NOAAContactExample@noaa.gov](mailto:NOAAContactExample@noaa.gov)

Subject: Coral Reef Conservation Program – Help us improve!

[Respondent Name],

NOAA's Coral Reef Conservation Program (CRCP) needs your feedback! In the next few days you will receive an email with a link to our survey and we hope you will participate. CRCP is undergoing an evaluation on the utility of data and information we provide to our coral reef partners. Results of this survey will feed into this evaluation to help inform how we can improve the data and information products that we provide to coral reef managers. The survey will ask you for your opinions on the data and information most important to your work and provide you the opportunity to tell us what needs to be improved and how to improve it.

**This is a voluntary survey.** The survey will take approximately 10 minutes to complete and we will use the information to plan improvements to existing data and information and new projects to address emerging data needs. We look forward to hearing from you!

Thank you for your time,

Sincerely,

[NOAA Contact]

## B. Invitation Email

To: [surveyrespondent@example.com](mailto:surveyrespondent@example.com)

From: [NOAAContactExample@noaa.gov](mailto:NOAAContactExample@noaa.gov)

Subject: You're invited! Please Participate in the NOAA Coral Reef Conservation Program (CRCP) Survey

[Respondent Name],

Thank you for your interest in data and information from the NOAA CRCP! This email provides you with a link to participate in our customer survey, see below:

[Survey URL]

**This is a voluntary survey.**

As mentioned before, we need your feedback on how well our data and information are meeting your needs. This survey will help us improve the data we currently provide, as well as plan for future improvements to meet the needs of coral reef managers like you. The survey will take approximately 10 minutes to complete. We look forward to hearing from you!

This survey is being implemented by our partner, Eastern Research Group. If you questions about this survey effort, please feel free to contact [ERG PERSON] at {email} or xxx-xxx-xxxx.

Thank you for your time,

Sincerely,

[NOAA Contact]

### C. Reminder Email

To: [surveyrespondent@example.com](mailto:surveyrespondent@example.com)

From: [NOAAContactExample@noaa.gov](mailto:NOAAContactExample@noaa.gov)

Subject: Please Participate in our Survey!

[Respondent Name],

Thank you again for your interest in NOAA CRCP data and information! Please remember to take a few minutes to provide us with feedback on the data and information most important to the work you do by participating in our survey:

[Survey URL]

**This is a voluntary survey.**

We look forward to improving CRCP data and information products to better meet your needs!

Thank you for your time,

Sincerely,

[NOAA Contact]