

## **Pre-notification E-mail**

Subject: The National Weather Service needs your help

Dear {Name}:

In a few days, you will receive an email asking you to review some new message that the National Weather Service is developing to convey the risks related to wildfires. We need your help in determining the best messages to use.

As you know, wildfires such as the ones that recent affected California can pose significant risks to people and property. The job of the National Weather Service is to provide information that people can use to make the best decisions possible.

In the upcoming survey, we'll be asking your opinion on a number of new messages that the National Weather Service has developed. If you take the survey, you'll be able to provide valuable input into how the National Weather Service conveys information on wildfires.

The survey is a Web-based questionnaire and should take no more than 15 minutes to complete. Your email was randomly selected from a list of emails. The survey is being conducted by Eastern Research Group, Inc. (ERG), a subcontractor to the National Weather Service.

Your input would be greatly appreciated!

Regards,  
[NAME]

## Cover email

Subject: National Weather Service survey

Dear {Name}:

As we mentioned in our previous email, the National Weather Service is asking for your help in how it conveys information on wildfire risks.

Wildfires can pose significant risks to people like you. The National Weather Service provides information on wildfire risks, so people can make the best decisions possible.

This survey asks your opinion on new ways of conveying that information. By taking the survey, you are providing valuable input to the National Weather Service. In addition, you are getting the chance to see the new ways in which the National Weather Service is thinking of conveying these risks before everyone else.

The link to survey is: {Link}.

Your participation in the survey is voluntary, but would be greatly appreciated.

Your email was randomly selected from a list of email addresses. The list we used contained only email address of individuals that agreed to receive requests such as this. If you wish to be removed from this list, please respond to this address and ask to be removed: {email address}.

Thanks again,  
Name

**Reminder E-mail (if needed)**

Subject: Follow-up reminder for the National Weather Service survey

Last week, we sent out an email asking for your participation in a survey concerning new ways the National Weather Service is thinking about conveying the risks associated with wildfires.

If you have already responded: Thank you!

If have not completed the survey yet, please take the time to do so now. Here is the link to the survey:

{Link}

This survey is very important! We need input from people like you to help the National Weather Service determine the best ways to convey the risks of wildfires. By responding to the survey, you will be help the National Weather Service improve its messages and, in turn, provide better information to you.

The survey is a Web-based questionnaire and should take no more than 15 minutes to complete.

Thank you for taking the time to respond.

Regards,  
[NAME]