

Appendix D-1 Follow-up Survey Invitation

Dear [first name],

We hope you had a successful year in [YEAR]. Interise and the U.S. Small Business Administration partner to provide the SBA Emerging Leaders Initiative, and together we are striving to improve our program and deliver meaningful assistance.

We want to take this opportunity to let you know that in a few days, Interise will be sending out the annual follow-up assessment for participants from [PREVIOUS 3 COHORTS] who completed the SBA Emerging Leaders program and the Interise StreetWise 'MBA' curriculum. You will receive a link to your annual assessment via email.

We encourage you to complete the assessment promptly as it is an opportunity for you to evaluate your progress in implementing your Strategic Growth Action Plan. You will also be providing us with valuable feedback that helps us measure our program's effectiveness for our partners and funders. The ability to continue offering the curriculum to small business owners like you depends on your participation in this assessment.

To ensure you receive your assessment link, please add this address to your safe list, contacts, or check your spam folder. If you want the assessment to go to another email address or if you don't receive your assessment link by [INSERT DATE], please contact Interise at evaluation@interise.org.

As a reminder, no respondent will be identified or named in any publicly available report or other such publication without your prior permission. To see how the annual assessment results will be used as a testimony to the program, please see last year's report at [URL].

If you have any specific questions, please contact me at evaluation@interise.org or at 617-350-6300. Thank you for taking time from your busy schedule to complete the assessment.

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