

Advance Letter

<DATE>

John Smith
123 Main Street
Anywhere, USA 12345

Dear <Name>

NOAA Fisheries (the National Marine Fisheries Service) is conducting a study to learn more about saltwater recreational fishing for halibut, salmon, and other fish off Alaska. We are interested in the activities and preferences of anglers like you. With your help, we can provide better information to fishery managers to improve your sport fishing experience and enhance fishery management practices.

You were selected at random from anglers with a 2016 Alaska sport fishing license. Very few anglers were chosen for the study, so your help is critical to its success. Next week, you will receive a questionnaire in the mail from QuanTech, a survey research firm that is assisting us in conducting the survey.

The survey asks about your experiences and opinions on saltwater fishing in Alaska.

Even if you have not fished in saltwater off Alaska, your opinion matters. You are one of a small number of anglers across the country selected to help. To keep costs low and to make sure we hear from a true cross-section of households, we need to hear from you.

Thank you in advance for your help.

Sincerely,

Dan Lew
Project Director
National Oceanic and Atmospheric Administration

Initial Mailing Letter

<DATE>

John Smith
123 Main Street
Anywhere, USA 12345

Dear <Name>

Enclosed is the questionnaire I wrote to you about last week.

We need your help to learn more about saltwater recreational fishing in Alaska. With your help, we can provide better information to fishery managers and improve your fishing experience.

Even if you have not fished in saltwater in Alaska, your opinion matters. Although your participation is **voluntary**, you are one of only a select few from across the country scientifically selected to participate in this study. To keep costs low and to make sure we hear from a true cross-section of all Alaska anglers, we need to hear from you.

The survey takes most people about 25 minutes to complete, sometimes more, sometimes less. Only aggregated results from the survey will be released publicly. To preserve your anonymity, the data files delivered to NOAA from the survey contractor will not connect your personal information (like contact information) to your survey responses. In addition, data will only be accessible to authorized personnel responsible for management and research of fisheries under the authority of NOAA. The identification number on the survey is there so that QuanTech, a survey firm hired to assist us, can check your name off when the questionnaire is returned. If you have any questions, please call QuanTech toll-free at 1-800-XXX-XXXX.

We realize your time is valuable, so we have included \$1 as a small token of our appreciation for your participation.

Thank you for your help, and please remember to complete all the questions.

Sincerely,

Dan Lew
Project Director
National Oceanic and Atmospheric Administration

Postcard Reminder

Last week a questionnaire was mailed to you seeking information about your experiences and opinions toward saltwater recreational fishing in Alaska.

If you have already completed and returned the questionnaire, please accept our sincere thanks. If you have not completed and returned the survey, we ask that you do so today.

It is very important that we hear from you. You are one of a small number of anglers across the country selected to participate in this study. Your response will help shape decisions about federal government actions on this topic. However, to make sure we hear from a true cross-section of all Alaska anglers, we need to hear from you.

If you need another copy of the questionnaire, please call QuanTech, a survey firm hired to assist us, at **1-800-XXX-XXXX** and a questionnaire will be mailed to you today.

Thank you for your help.

Dan Lew
Project Director
National Oceanic and Atmospheric Administration

Second Mailing Letter

<DATE>

John Smith
123 Main Street
Anywhere, USA 12345

Dear <Name>

Some time ago, we sent you a questionnaire seeking input about your recreational fishing experiences in Alaska and your preferences for Alaska saltwater fishing trips. To the best of our knowledge, it's not yet been returned. We have enclosed another copy of the survey in case you have misplaced the original one we sent and ask that you please complete and return it.

It is very important that we hear from you. Although your participation is **voluntary**, you are one of only a select few from across the country scientifically selected to participate in this study. The information you provide will help improve decisions by fishery managers. The surveys we have received so far represent a variety of experiences and opinions about Alaska saltwater fishing, but your input would greatly improve the representativeness of responses. Moreover, a high participation rate is required to include results from these questionnaires in these decisions, so your input is definitely important.

Even if you have not fished in saltwater in Alaska, your opinion matters. The survey takes most people about 25 minutes to complete, sometimes more, sometimes less. Only aggregated results from the survey will be released publicly. To preserve your anonymity, the data files delivered to NOAA from the survey contractor will not connect your personal information (like contact information) to your survey responses. In addition, data will only be accessible to authorized personnel responsible for management and research of fisheries under the authority of NOAA. The identification number on the survey is there so that QuanTech, a survey firm hired to assist us, can check your name off when the questionnaire is returned. If you have any questions, please call them toll-free at 1-800-XXX-XXXX.

Thank you for your help, and please remember to complete all the questions.

Sincerely,

Dan Lew
Project Director
National Oceanic and Atmospheric Administration