

## ATTACHMENT 11: EMAILS AND TEXT MESSAGES TO RESPONDENTS

Emails will come from: noreplyqesurvey.com except for the incentive email, which will come from noreply@tangocard.com  
Replies to email will route to RESPECT@rti.org

### Initial Formal Recruitment Email - Intercept

FROM: RESPECT Staff  
SUBJECT: Your invitation to the RESPECT Study

Hi [FIRST NAME],

Thanks for taking the time to talk our staff at [VENUE/EVENT NAME]; based on the information you provided, you are eligible to participate in the RESPECT Study Web Survey. **If you complete this short web survey within 48 hours, you'll receive a \$25 gift card for a store of your choice from many online and in-store options, like Amazon.com, Starbucks, or Panera Bread. If you participate after the early bird deadline, you will still receive a \$20 gift card.**

This is an ongoing study. That means if you participate in this survey, we will contact you again to complete similar surveys every few months. Each survey will offer the same **\$20 gift card, with an extra \$5 if you respond quickly.**

You can click the link below to take the survey or to learn more about it.

**Follow this link to the Survey:**

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

**Follow the link to opt out of future emails:**

[\\${!://OptOutLink?d=Click here to unsubscribe}](#)

Your answers are completely confidential and will be released only as summaries in which no individual's answers can be identified.

If you have any questions or comments about the RESPECT survey, please call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday.

Thank you very much for helping with this important study.

Sincerely,  
RESPECT Study Team

OMB No: 0910-0808

Expiration Date: 01/31/2019

**Paperwork Reduction Act Statement: The public reporting burden for this collection of information has been estimated to average 5 minutes per response. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRAStaff@fda.hhs.gov**

**Initial Formal Recruitment Text - Intercept**

As promised at [VENUE/EVENT], here is your link to the RESPECT Survey: [survey link here] Submit within 2 days for \$25. Thank you! Text STOP to opt out.

## Initial Informal Recruitment Email - Intercept

FROM: RESPECT Staff

Subject: Remember that time we gave you \$10 for answering some questions at a bar?

No? That's OK too. There's more where that came from. Click below to answer the rest of the questions for the RESPECT survey within the next 48 hours and we'll send you a \$25 gift card for a store of your choice from many online and in-store options, like Amazon.com, Starbucks, or Panera Bread. Done.

**Follow this link to the Survey:**

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

**Follow the link to opt out of future emails:**

[\\${!://OptOutLink?d=Click here to unsubscribe}](#)

In case you are curious, completing this study will take 30 minutes. If you complete the survey within 48 hours, you will receive a \$25 electronic gift card within 2 business days of completing survey. If you participate after the early bird deadline, you will still receive a \$20 gift card. Your answers are confidential and will not be shared with anyone else. If you have any questions or comments about the RESPECT survey, please call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday.

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## 1<sup>st</sup> Reminder Formal Prompt - Intercept and Longitudinal

FROM: RESPECT Staff

SUBJECT: Complete the RESPECT Web Survey for a \$20 gift card

Dear [FIRST NAME],

This is a reminder that you were selected to participate in the RESPECT study. Please click on the following link to participate in the web survey or to learn more about it. **For completing this brief survey, you will receive a \$20 gift card for a store of your choice from among many online and in-store options including Amazon.com, Starbucks, or Panera Bread.**

**Follow this link to the Survey:**

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

**Follow the link to opt out of future emails:**

[\\${!://OptOutLink?d=Click here to unsubscribe}](#)

You were selected for this study based on your answers to the survey you completed previously. We really need you to take the survey so that your views and experiences are counted.

Your participation is voluntary and your answers are completely confidential.

Thanks for your participation!  
RESPECT Study Team

PS: If you have any questions, please feel free to call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday.

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**1<sup>st</sup> Text Prompt - Intercept and Longitudinal**

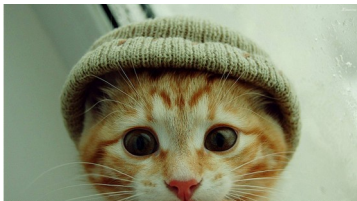
Please complete the RESPECT Survey for \$20 at: [survey link here] We value your input! Text STOP to opt out.

## 1<sup>st</sup> Reminder Informal Prompt – Intercept

FROM: RESPECT Staff

Subject Line: Top 6 Reasons to respond to the RESPECT survey

1. Everybody loves talking about themselves
2. This kitten with a hat on



3. All the feels
4. Participating in social research studies improves outreach and services among the LGBT community
5. Remember that time we gave you a \$10 thank you? This time we'll say thank you with \$20
6. You're staring at your phone all day anyways

**Follow this link to the Survey:**

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

**Follow the link to opt out of future emails:**

[\\${!://OptOutLink?d=Click here to unsubscribe}](#)

In case you are curious, completing this study will take 30 minutes. You will receive a \$20 electronic gift card within 2 business days of completing survey. Your answers are confidential and will not be shared with anyone else. If you have any questions or comments about the RESPECT survey, please call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday.

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## 2nd Reminder Formal Prompt – Intercept and Longitudinal

FROM: RESPECT Staff

SUBJECT: Time is running out to participate in the RESPECT Study

Dear [FIRST NAME],

You were selected to participate in the RESPECT study based on your previous participation in a short survey. We have not yet received your response. We cannot replace you in this study and really need you to participate in the survey so that your views and experiences are represented. **For completing this brief survey, you will receive a \$20 gift card for a store of your choice from among many online and in-store options including Amazon.com, Starbucks, or Panera Bread.**

**Follow this link to the Survey:**

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

**Follow the link to opt out of future emails:**

[\\${!://OptOutLink?d=Click here to unsubscribe}](#)

The study is being conducted by RTI International--a non-profit research organization. The survey will take about 30 minutes to complete. Your participation is completely voluntary. The answers you provide will remain completely confidential.

We greatly appreciate your participation.  
RESPECT Study Team

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## **2<sup>nd</sup> Text Prompt - Intercept and Longitudinal**

Time is running out to complete the RESPECT Survey for \$20 at: [survey link here] Your experiences matter!  
Text STOP to opt out.



## 2nd Reminder Informal Prompt - Intercept

FROM: RESPECT Staff

Subject line: Joey didn't fill out his RESPECT survey. What happened next shocked the nation.

We may not need your opinion on [INSERT TIMELY POP CULTURE REFERENCE], but we are interested in stuff like smoking and apps. Click here to take the survey and get your \$20.

**Follow this link to the Survey:**

[\\${{!://SurveyLink?d=Take%20the%20Survey}}](#)

**Follow the link to opt out of future emails:**

[\\${{!://OptOutLink?d=Click here to unsubscribe}}](#)

In case you are curious, completing this study will take 30 minutes. You will receive a \$20 electronic gift card within 2 business days of completing survey. Your answers are confidential and will not be shared with anyone else. If you have any questions or comments about the RESPECT survey, please call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday.

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### 3<sup>rd</sup> Reminder Formal Prompt – Intercept and Longitudinal

FROM: RESPECT Staff

SUBJECT: Last Chance to participate in the RESPECT Study for a \$20 gift card

Dear [FIRST NAME],

This is a final reminder that you were selected to participate in the RESPECT Study. Please click on the following link to participate in the web survey or to learn more about it. **For completing this brief survey, you will receive a \$20 gift card for a store of your choice from among many online and in-store options including Amazon.com, Starbucks, or Panera Bread.**

**Follow this link to the Survey:**

[\\${I://SurveyLink?d=Take%20the%20Survey}](#)

**Follow the link to opt out of future emails:**

[\\${I://OptOutLink?d=Click here to unsubscribe}](#)

The survey will take about 30 minutes to complete. Your participation is completely voluntary. The answers you provide will remain completely confidential.

We appreciate your participation!  
RESPECT Study Team

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### **3<sup>rd</sup> Text Prompt - Intercept and Longitudinal**

Last chance to complete the RESPECT Survey for \$20 at: [survey link here] Make your voice heard! Text STOP to opt out.

### 3<sup>rd</sup> Reminder Informal Prompt – Intercept

FROM: RESPECT Staff

Subject line: Tick Tock! The RESPECT Survey is coming to a close

The countdown is on for the close of the RESPECT survey. Don't worry though - there is still time to submit your responses! Click here to take the survey and get your \$20. Do you know how many tacos you can buy with \$20?

**Follow this link to the Survey:**

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

**Follow the link to opt out of future emails:**

[\\${!://OptOutLink?d=Click here to unsubscribe}](#)

In case you are curious, completing this study will take 30 minutes. You will receive a \$20 electronic gift card within 2 business days of completing survey. Your answers are confidential and will not be shared with anyone else. If you have any questions or comments about the RESPECT survey, please call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday.

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**Breakoff/Timeout Formal Email – Intercept and Longitudinal**

FROM: RESPECT Staff

SUBJECT: Please Complete your RESPECT Survey

Dear [FIRST NAME],

Thank you for getting started on the RESPECT survey. Your survey is not complete and cannot yet be included in our study. We cannot replace you in this study and need you to complete the survey so that your views and experiences are represented. Your participation is completely voluntary, and the answers you provide will remain completely confidential.

**Within two days of completing the survey, you will receive a \$20 gift card for a store of your choice from among many online and in-store options including Amazon.com, Starbucks, or Panera Bread.**

**Follow this link to the Survey:**

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

**Follow the link to opt out of future emails:**

[\\${!://OptOutLink?d=Click here to unsubscribe}](#)

If you have any issues in continuing your RESPECT survey, please call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday. We greatly appreciate your participation.

Thank you,  
RESPECT Study Team

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**Breakoff/Timeout Text - Intercept and Longitudinal**

Please finish the RESPECT Survey to receive \$20. Click the link to finish: [survey link here] Have questions? Call 800-848-4072. Text STOP to opt out.

## Breakoff/Timeout Informal Email - Intercept

FROM: RESPECT Staff

Subject line: Ooops! Your RESPECT survey isn't finished

We see that you started the RESPECT survey but didn't finish it. Don't worry. We have been waiting for you to come back! Click here to take the survey and get your \$20. We even saved your answers so you can start where you left off because we've got your back.

**Follow this link to the Survey:**

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

**Follow the link to opt out of future emails:**

[\\${!://OptOutLink?d=Click here to unsubscribe}](#)

In case you are curious, completing this study will take 30 minutes. You will receive a \$20 electronic gift card within 2 business days of completing survey. Your answers are confidential and will not be shared with anyone else. If you have any questions or comments about the RESPECT survey, please call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday.

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## Thank You Email - Intercept and Social Media and Longitudinal

FROM: RESPECT Staff

SUBJECT: Thank you!

Hi [*FIRST NAME*],

Thanks for completing your RESPECT survey. Within 2 business days you'll receive an email from RESPECT Staff offering you your gift card for participation.

We will contact you again in about six months to complete another survey and offer you the same gift card as a reward, so please be on the lookout for that invitation email.

Thanks again for your help!  
RESPECT Study Team

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## **Thank you Text - Intercept and Social Media and Longitudinal**

Thanks for completing your RESPECT survey. Within 2 business days you'll receive an email from RESPECT Staff offering you your gift card.

## Incentive Offer Email – Intercept and Social Media and Longitudinal

From: RESPECT Staff

Subject line: Here is your RESPECT Study Gift Card

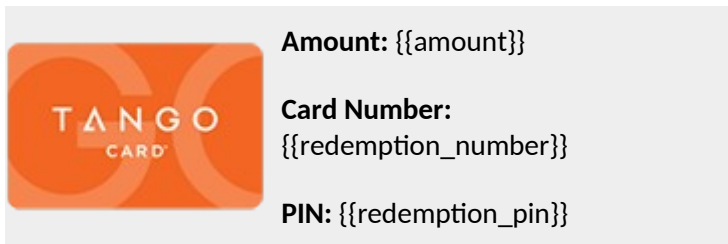
Dear [FIRST NAME],

Thank you for participating in the RESPECT study! Enclosed is your gift card reward.

You are receiving a [\$20/\$25] gift card, which can be used instantly. Select an Amazon.com Gift Card or choose an eGift card from top brands such as Starbucks, Chili's, Barnes and Noble, and Gap Brand.

The reward has no expiration date.

[Redeem My Reward!](#)



### How to use Online:

1. To activate online: go to [www.tangocard.com/activate](http://www.tangocard.com/activate).
2. Enter your Card Number and PIN into the form fields.
3. Click the "activate" button. Your Tango Card is now ready to redeem for top-name gift cards or donate to charity.

If you don't want to spend your entire Tango Card value right away, you can create a Tango Card account by clicking the "Create Account" button at the top and registering. This allows you to store the balance of the card to redeem at another time.

If you need assistance with your gift card, please contact [cs@tangocard.com](mailto:cs@tangocard.com).

RTI may contact you again to participate in other RESPECT surveys and give you the opportunity to earn more gift cards like this one.

Thank you,

RESPECT Study Team

*Tango Card is only valid for purchases made at [www.tangocard.com](http://www.tangocard.com). Internet access is required. The redemption of the Tango Card is subject to Tango Card's Terms of Service at <https://www.tangocard.com/terms-of-service> and Privacy Policy at <http://www.tangocard.com/privacy>.*

REF #: {{order\_reference\_id}}



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**Follow Up Survey Longitudinal and Longitudinal Non Respondent Recruitment E-mail - Intercept**

FROM: RESPECT Staff

SUBJECT: New RESPECT Survey - Your link enclosed

Dear [FIRST NAME],

You are being contacted to participate in a new RESPECT survey. You either previously participated or expressed interest in the RESPECT survey and we need your help. The study is being conducted by RTI International—an independent, non-profit research organization.

**For completing this brief web-based survey within 48 hours of receiving this email, you will receive a \$25 gift card for a store of your choice from among many online and in-store options, including Amazon.com, Starbucks, and Domino's Pizza. If you participate more than 48 hours after receiving this email, you will still receive a \$20 gift card.**

If you participate in this survey, we will contact you again to complete similar surveys at a later time. Each survey you complete will offer a **\$20 gift card, with an extra \$5 if you respond quickly.**

Please click on the following link to participate in the survey or to learn more about it.

**Follow this link to the Survey:**

[\\${I://SurveyLink?d=Take%20the%20Survey}](#)

**Follow the link to opt out of future emails:**

[\\${I://OptOutLink?d=Click here to unsubscribe}](#)

The survey will take about 30 minutes to complete. Your participation is completely voluntary. The answers you provide will remain completely confidential.

Your views and experiences are very important, so we hope you will make your voice heard by taking the survey!

Thank you,  
RESPECT Study Team

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