

## Attachment K: Incentive Communications- Email Text



“Dear [PARTICIPANT NAME] ,

The HPOG 2.0 National Evaluation team thanks you for updating your contact information. We are giving you a \$5 gift certificate as a token of our appreciation. This gift certificate can be used at one of several approved places. Some of the stores include:

- Babies"R"Us, Barnes & Noble Booksellers, Bed Bath and Beyond, Best Buy, Brookstone, Burger King, Casual Male XL, Columbia Sportswear, D'Angelo's, Domino's Pizza, Dunkin' Donuts, IHOP, Kohl's, Nordstrom , Panera Bread, and Uber.

If you have access to the internet, you can pick the store where you would like to use your gift certificate. Please click on the link below:

[INSERT UNIQUE LINK]

- Once you arrive at that site, you will see a selection of stores. You can choose the store where you would like to redeem your gift certificate.
- Once you select a store you will receive an electronic gift certificate.
- There are two ways you can redeem your gift certificate:
  - You can shop online, or
  - You can shop in-person at the store.
    - If you shop in-person, you can redeem your gift certificate by downloading the gift certificate to your phone or tablet or by printing the gift certificate.
    - When you check-out, you can show the sales clerk your electronic gift certificate or give them the printed paper.

**If your link does not work, if you have any questions about how the gift certificates work or if you have any trouble redeeming your gift certificate, please call the vendor toll-free at**

**[VENDOR TOLL FREE NUMBER]**

**Make sure you have your personal identification number (PIN) handy when you call. Your PIN is [XXXXXX].**

**If you do not have access to the internet or have trouble printing or saving your gift certificate, please call the HPOG 2.0 National Evaluation toll free at xxx-xxx-xxxx. Make sure you have your personal identification number (PIN) handy when you call. Your PIN is [XXXXXX].** A member of our team will help guide you through the redemption process.

Thank you again for your continued support of the HPOG 2.0 National Evaluation.

Sincerely,

Brenda Rodriguez  
HPOG 2.0 National Evaluation Survey Director

The Paperwork Reduction Act Burden Statement: An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this collection is 0970-0462 and it expires 06/30/2020. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Gretchen Locke, Abt Associates, 55 Wheeler St Cambridge, MA 02138; Attn: OMB-PRA (0970-0462).

## Incentive Communications-Letter



<first name> <last name>,  
<address>  
<city>,<state>,<zip>,

January 22, 2021

Dear <first name>,

“Dear [PARTICIPANT NAME] ,

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If you have access to the internet you can pick the store where you would like to use your gift certificate. Please copy the link below into your internet browser.

[INSERT UNIQUE LINK]

- Once you arrive at that site, you will see a selection of stores. You can choose the store where you would like to redeem your gift certificate.
- Once you select a store you will receive an electronic gift certificate.
- There are two ways you can redeem your gift certificate:
  - o You can shop online, or

- o You can shop in-person at the store.
  - If you shop in-person, you can redeem your gift certificate by downloading the gift certificate to your phone or tablet or by printing the gift certificate.
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