

Attachment B-5: Cover Letter for Diary & Monthly (Email)

Email Subject: SID [\$Survey.ID]: An Invitation To Complete Your AmeriSpeak Survey

Email Body:

A new AmeriSpeak survey is waiting for you. [View it in your browser.](#)

SID: [SURVEYID]

Begin your survey and

Earn [INCENTWCOMMA] AmeriPoints

Hello [FIRSTNAME],

We are excited to have you participate in the Health and Stability Survey, brought to you by AmeriSpeak and the Centers for Disease Control and Prevention. The purpose of the research is to better understand the health of older adults, with a particular focus on falls.

We will be in touch with you each month over the next year. For your time taking our first survey, you will earn \$XX (XX,000 AmeriPoints). For each follow up survey, you will earn \$XX (XX,000 AmeriPoints). For the final survey, you will earn \$XX (XX,000 AmeriPoints). If you complete all of these Health and Stability Surveys you will earn a bonus of \$XX (XX,000 AmeriPoints).

[Begin your survey](#)

If you're excited to take the follow-up survey in this important study, feel free to give us a **call at 888-326-9424** starting ******INSERT DATE HERE*****!** Just remember to tell us **your unique PIN 702765.**

Attached, we have included your monthly falls journal. **Please hang on to these papers!** Keeping and maintaining these papers will make each of your monthly surveys a breeze! Of course, these papers are also yours to keep even after we're done with this study.

As a member of **AmeriSpeak**, YOUR voice and opinions very important so we can understand how people all across the United States think. **Please take our important survey!** Don't be left out...

AmeriSpeak Support

Having trouble with the link? You can copy and paste this into your browser: [https://survey.amerispeak.org/SE/?\[\\$PURLPARAMS\]](https://survey.amerispeak.org/SE/?[$PURLPARAMS]). Alternatively, you can also go to [my.AmeriSpeak.org](https://my.amerispeak.org), log in using your member credentials and click on the "Start Survey" button in

your dashboard page.
Need more help or have questions? Email the AmeriSpeak Support Team
at support@AmeriSpeak.org or call toll-free (888) 326-9424