**Appendix A. 2020 FDA CTP Emails Survey Email Invitation**

Note: The survey respondent will not see any text in blue.

Email subject heading: Your opinion's needed! Complete a survey on FDA CTP's emails

Body of email:

As a subscriber to FDA CTP's emails, we are inviting you to share your thoughts about your experience. We are always striving to improve the content you expect from CTP, and your feedback is an integral part of that process. Specifically, FDA CTP wants to hear your thoughts about the information you receive from us via our emails:

1. ***CTP Connect***
2. ***CTP News***
3. ***Spotlight on Science***
4. ***Modified Risk Tobacco Product Application Updates***

Your feedback is crucial for enhancing the emails you receive from FDA CTP.

This short survey is anonymous and takes 5 minutes to complete. Thank you for taking the time to share your feedback. Please complete the survey **by Month X, 2020**. [The date will be set at 4 weeks after the survey is launched]

**Take the Survey Now, here:**
**URL Link**
[A call-to-action and/or image meant to grab potential respondents' attention will be inserted for better recruitment]

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For the first reminder, we will include the following message in the email subject heading and send the same announcement as above in the body of the email:
**Reminder #1: Reminder! Have you completed FDA CTP's 2020 Emails Survey?**

For the second reminder, we will include the following message in the email subject heading and send the same announcement as above in the body of the email:
**Reminder #2: Don't forget! Complete FDA CTP's 2020 Emails Survey!**

For the third reminder, we will include the following message in the email subject heading and send the same announcement as above in the body of the email:
**Reminder #3: Closing soon! FDA CTP's 2020 Emails Survey – We want to hear from you**