

## **Standard Email Invitation**

SUBJECT LINE: Your Latest KnowledgePanel Survey [PROJECT NUMBER]

TEXT OF EMAIL: Dear [FIRST NAME],  
Thanks for being an integral part of KnowledgePanel! Your latest survey can be accessed by clicking the following link:  
[LINK TO SURVEY]  
(If it does not work automatically from email, please copy the below link to your internet browser).  
[LINK TO SURVEY]

Our Panel Member Support Center is available if you have questions or comments. You can contact us at our toll free 1-800-782-6899 number, or simply reply to this email invitation. In order to better serve you, please be sure to include reference [PROJECT NUMBER] in the Subject of your message. We are always happy to hear from you!

Thanks,  
KnowledgePanel Support Team  
<http://www.knowledgepanel.com>

This email was intended for [FIRST NAME]

## **REMINDERS**

After three days, automatic email reminders are sent to all nonresponding panel members in the sample. If email reminders do not generate a sufficient response, an automated telephone reminder call can be initiated. The usual protocol is to wait at least three to four days after the email reminder before calling. To assist panel members with their survey taking, each individual has a personalized "home page" that lists all the surveys that were assigned to that member and have yet to be completed.

## **Recommended Online Consent Form for Sensitive Item Studies**

Thank you for continuing to be part of the KnowledgePanel®. This survey asks about [FILL IN CONTENT TOPIC].

This survey is being conducted by [ORGANIZATION / NOTE FUNDER IF APPOPRIATE]. The study will help researchers understand [RESEARCH OBJECTIVES].

As with all KnowledgePanel® surveys, your response to this survey, or any individual question on the survey, is completely voluntary. You will not be individually identified and your responses will used for analyses only.

If you have questions about your rights as a participant in this survey, or are dissatisfied at any time with any aspect of the survey, you may contact the KnowledgePanel Panel Member Support at 800-782-6899.

**[CONTINUE]**

**(THIS IS A BUTTON THAT TAKES RESPONDENT TO SURVEY)**