

{DATE}

{RESPONDENT NAME}
{RESPONDENT ADDRESS}

Dear {NAME},

Within the next few days you will be receiving a survey from the National Marine Fisheries Service Social Science Branch (SSB) in Woods Hole, MA. You have been selected at random to receive this survey because you own a commercial fishing vessel.

The survey will ask you a number of social and economic questions. We are collecting this information so that NMFS can better understand how changes in fisheries management practices affect commercial fishing vessel owners. Thus, it is important that you complete the survey and return it to SSB. The survey is completely voluntary, but by completing it and sending it back, you will be helping us understand how fishery management policies affect your industry.

We will include a self-addressed stamped envelope for you to return the survey to us in and we expect answering the questions will take less than a half-hour. If you have any questions or concerns related to this survey, you can feel free to contact {SSB CONTACT} at {NUMBER} or {E-Mail}.

Thank you in advance for your participation.

Sincerely,
{Signed}

Cover Letter

{DATE}

{RESPONDENT NAME}
{RESPONDENT ADDRESS}

Dear {NAME},

Enclosed you will find a survey from the National Marine Fisheries Service Social Science Branch (SSB) in Woods Hole, MA. As you may recall, we sent a letter a few days ago to let you know about this survey. As stated before, you have been selected at random to receive this survey because you own a commercial fishing vessel.

We are hoping that you will take the time to complete and return the survey to us as soon as you can. The survey asks a number of social and economic questions. NMFS will be using this information to better understand how fisheries management practices affect commercial fishing vessel owners. Thus, it is important that you complete the survey and return it to SSB. The survey is completely voluntary, but by completing it and sending it back, you will be helping us understand how fishery management policies affect commercial fishermen.

We have included a self-addressed stamped envelope for you to return the survey to us in and we expect answering the questions will take less than a half-hour. If you have any questions or concerns related to this survey, you can feel free to contact {SSB CONTACT} at {NUMBER} or {E-Mail}.

Thank you in advance for your participation.

Sincerely,
{Signed}

Cover Letter, Mailing #2

{DATE}

{RESPONDENT NAME}
{RESPONDENT ADDRESS}

Dear {NAME},

We have not received your survey yet. A number of your fellow commercial fishermen have already returned their surveys. We are still hoping that you can find the time to complete and return the survey that will provide us with information that we can use to assess how fishery management policies affect commercial fishermen. To get an accurate picture of how fishery management policies affect commercial fishermen, we need as many surveys returned to us as possible. As stated before, you have been selected at random to receive this survey because you own a commercial fishing vessel.

In case you have misplaced the original, we have enclosed a replacement survey. As before, we have included a self-addressed stamped envelope for you to return the survey to us in and we expect answering the questions will take less than a half-hour. If you have any questions or concerns related to this survey, you can feel free to contact {SSB CONTACT} at {NUMBER} or {E-Mail}.

Thank once again and please consider taking the time to complete the enclosed survey.

Sincerely,
{Signed}

Postcard

Dear {NAME},

Our records indicate that you have not yet returned the survey we sent on {DATE}. This is a reminder to complete and return the survey as soon as possible. Your information will assist us in assessing how fishery management policies affect you. If you have already returned the survey, thanks! If not, we encourage you to fill out the survey and return it in the envelope we provided. If you have any questions or concerns related to this survey, or *if you need a replacement survey*, feel free to contact {SSB CONTACT} at {NUMBER} or {E-Mail}.

Thank once again!