

ATTACHMENT 11: EMAILS AND TEXT MESSAGES TO RESPONDENTS

Emails will come from: noreply@Qemailserver.com except for the digital gift card email, which will come from noreply@tangocard.com. Replies to email will route to RESPECT@rti.org

Initial Formal Recruitment Email - New Participant Intercept

FROM: RESPECT Staff
SUBJECT: Your invitation to the RESPECT Study

Hi [FIRST NAME],

Thanks for taking the time to talk our staff at [VENUE/EVENT NAME]; based on the information you provided, you are eligible to participate in the RESPECT Study Web Survey. **If you complete this short web survey within 48 hours, you'll receive a \$25 digital gift card for a store of your choice from many online and in-store options, like Amazon.com, Starbucks, or Panera Bread. If you participate after the early bird deadline, you will still receive a \$20 digital gift card.**

This is an ongoing study. That means if you participate in this survey, we will contact you again to complete similar surveys every few months. Each survey will offer the same **\$20 digital gift card, with an extra \$5 if you respond quickly.**

You can click the link below to take the survey or to learn more about it.

Follow this link to the Survey:

`{!://SurveyLink?d=Take%20the%20Survey}`

Your answers are completely confidential and will be released only as summaries in which no individual's answers can be identified.

If you have any questions or comments about the RESPECT survey, please call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at respect@rti.org.

Thank you very much for helping with this important study.

Sincerely,
RESPECT Study Team

Don't miss emails related to the RESPECT study. Add noreply@Qemailserver.com to your contacts.

OMB No: 0910-0808

Expiration Date: 01/31/2019

Paperwork Reduction Act Statement: The public reporting burden for this collection of information has been estimated to average 5 minutes per response. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRStaff@fda.hhs.gov.

Follow the link to opt out of future emails:
`{!://OptOutLink?d=Click here to unsubscribe}`

Initial Formal Recruitment Text – New Participant Intercept

As promised at [VENUE/EVENT], here is your link to the RESPECT Survey. Submit within 2 days for \$25. Thank you! Text STOP to opt out. [survey link here]

1st Reminder Formal Prompt – All Participants

FROM: RESPECT Staff

SUBJECT: Complete the RESPECT Web Survey for a \$20 digital gift card

Dear [FIRST NAME],

This is a reminder that you were selected to participate in the RESPECT study. Please click on the following link to participate in the web survey or to learn more about it. **For completing this brief survey, you will receive a \$20 digital gift card for a store of your choice from among many online and in-store options including Amazon.com, Starbucks, or Panera Bread.**

Follow this link to the Survey:

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

You were selected for this study based on your answers to the survey you completed previously. We need you to take the survey so that your views and experiences are counted.

Your participation is voluntary and your answers are completely confidential.

Thanks for your participation!

RESPECT Study Team

PS: If you have any questions, please feel free to call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at respect@rti.org.

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1st Reminder Text - All Participants

Please complete the RESPECT Survey for \$20 We value your input! Text STOP to opt out. [survey link here]

2nd Reminder Formal Prompt – All Participants

FROM: RESPECT Staff

SUBJECT: Time is running out to participate in the RESPECT Study

Dear [FIRST NAME],

You were selected to participate in the RESPECT study based on your previous participation in a short survey. We have not yet received your response. We cannot replace you in this study and need you to participate in the survey so that your views and experiences are represented. **For completing this brief survey, you will receive a \$20 digital gift card for a store of your choice from among many online and in-store options including Amazon.com, Starbucks, or Panera Bread.**

Follow this link to the Survey:

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

The study is being conducted by RTI International--a non-profit research organization. The survey will take about 30 minutes to complete. Your participation is completely voluntary. The answers you provide will remain completely confidential.

If you have any questions about the study, please email us at respect@rti.org.

We greatly appreciate your participation.

RESPECT Study Team

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2nd Text Prompt- All Participants

Time is running out to complete the RESPECT Survey for \$20. Your experiences matter! Text STOP to opt out. [survey link here]

3rd Reminder Formal Prompt – All Participants

FROM: RESPECT Staff

SUBJECT: Last Chance to participate in the RESPECT Study for a \$20 digital gift card

Dear [FIRST NAME],

This is a final reminder that you were selected to participate in the RESPECT Study. Please click on the following link to participate in the web survey or to learn more about it. **For completing this brief survey, you will receive a \$20 digital gift card for a store of your choice from among many online and in-store options including Amazon.com, Starbucks, or Panera Bread.**

Follow this link to the Survey:

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

The survey will take about 30 minutes to complete. Your participation is completely voluntary. The answers you provide will remain completely confidential.

If you have any questions about the study, please email us at respect@rti.org.

We appreciate your participation!

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3rd Text Prompt - All Participants

Last chance to complete the RESPECT Survey for \$20. Make your voice heard! Text STOP to opt out. [survey link here]

Breakoff/Timeout Formal Email - All Participants

FROM: RESPECT Staff
SUBJECT: Please Complete your RESPECT Survey

Dear [FIRST NAME],

Thank you for getting started on the RESPECT survey. Your survey is not complete and cannot yet be included in our study. We cannot replace you in this study and need you to complete the survey so that your views and experiences are represented. Your participation is completely voluntary, and the answers you provide will remain completely confidential.

Within three business days of completing the survey, you will receive a \$20 digital gift card for a store of your choice from among many online and in-store options including Amazon.com, Starbucks, or Panera Bread.

Follow this link to the Survey:

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

If you have any issues in continuing your RESPECT survey, please call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at respect@rti.org. We greatly appreciate your participation.

Thank you,
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Breakoff/Timeout Text - All Participants

Please finish the RESPECT Survey to receive \$20. Click the link to finish Have questions? Call 800-848-4072. Text STOP to opt out. [survey link here]

Thank You Email - All Participants

FROM: RESPECT Staff
SUBJECT: Thank you!

Hi [FIRST NAME],

Thanks for completing your RESPECT survey. Within 3 business days you'll receive an email from RESPECT Staff (noreply@tangocard.com) offering you your digital gift card for participation.

We may contact you again to complete another survey and offer you the same digital gift card as a reward, so please be on the lookout for that invitation email. If you have any questions about the study, please email us at respect@rti.org.

Thanks again for your help!
RESPECT Study Team

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Thank you Text - All Participants

Thanks for completing your RESPECT survey. Within 3 business days you'll receive an email from RESPECT Staff offering you your digital gift card.

Digital Gift Card Offer Email – All Participants

From: RESPECT Staff (noreply@tangocard.com)

Subject line: Here is your RESPECT Study Digital Gift Card

Dear {{recipient_first_name}},

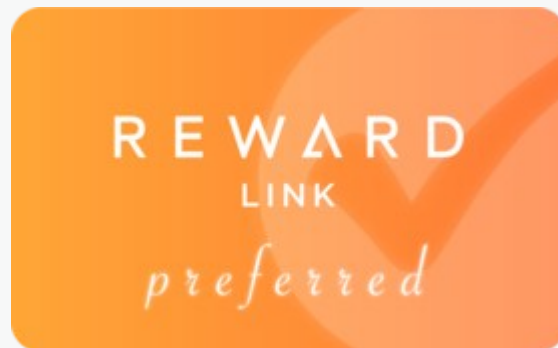
Thank you for participating in the RESPECT study! Enclosed is your gift card reward.

You are receiving a digital gift card, which can be used instantly. Select an Amazon.com Gift Card or choose a digital gift card from top brands such as Starbucks, Chili's, Barnes and Noble, and Gap Brand.

The reward has no expiration date.

Please save this message as you'll need the card information and instructions below.

\$(5.00) (20.00) (25.00)



To Redeem

- Click on the redemption link above to activate your Reward Link.
- Next, you will be able to spend your balance on retail gift cards.

If you don't want to spend your entire Reward Link value right away, save the email or URL and return via the redemption link - your value will be waiting to be spent. This allows you to store the balance to redeem at another time.

If you have any problems or questions please contact customer service at cs@tangocard.com or 1-877-55-TANGO.

RTI may contact you again to participate in other RESPECT surveys and give you the opportunity to earn more digital gift cards like this one.

Thank you,

RESPECT Study Team



Reward Link is managed by Tango Card, Inc. Reward Links do not expire and are valid within the USA only. Your Reward Link balance may be redeemed for national gift cards or donation options and can be accessed at any time by clicking the Reward Link URL. All redemptions are final. Reward Link balances cannot be combined. Please treat like cash. Please view our full terms of service at <https://www.tangocard.com/terms-of-service>.

{{reference_id}}-1

Digital Gift Card Follow-up Email

[THIS EMAIL WILL BE SENT TO RESPONDENTS IN THE EVENT THAT THEY RECEIVE A GIFT CARD IN THE WRONG AMOUNT]

From: RESPECT Staff

Subject Line: Digital gift card from the RESPECT survey

Thank you again for participating in the RESPECT online survey. An audit of our records over the past [fill] months has revealed that we sent you a digital gift card for \$20 when in fact we promised you \$25. We apologize for the error and any inconvenience this has caused. To rectify this, we will send you a \$5 digital gift card in a separate email. Please do not hesitate to reach out to us with any questions.

Regards,

RESPECT Staff

Follow Up Survey Longitudinal Recruitment E-mail

FROM: RESPECT Staff

SUBJECT: You're invited to the **new** RESPECT Survey. Earn a gift card today!

Dear [FIRST NAME],

You previously participated in the RESPECT survey, and you are invited to participate again. Whether your opinions and experiences are the same as last time or different, you are an important and valued part of this study. Your continued participation helps shed light on continuity and change in the community. The study is being conducted by RTI International—an independent, non-profit research organization.

For completing this brief web-based survey within 48 hours of receiving this email, you will receive a \$25 digital gift card for a store of your choice from among many online and in-store options, including Amazon.com, Starbucks, and Domino's Pizza. If you participate more than 48 hours after receiving this email, you will still receive a \$20 digital gift card.

If you participate in this survey, we will contact you again to complete similar surveys at a later time. Each survey you complete will offer a **\$20 digital gift card, with an extra \$5 if you respond quickly.**

Please click on the following link to participate in the survey or to learn more about it.

Follow this link to the Survey:

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

The survey will take about 30 minutes to complete. Your participation is completely voluntary. The answers you provide will remain completely confidential.

If you have any questions about the study, please email us at respect@rti.org.

Your views and experiences are very important, so we hope you will make your voice heard by taking the survey! Don't miss emails related to the RESPECT study. Add noreply@Qemailserver.com to your contacts.

Thank you,
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Follow Up Survey Longitudinal Recruitment Resend E-mail

[THIS EMAIL WILL BE SENT TO RESPONDENTS IN THE EVENT THEY ARE DEEMED INELIGIBLE FROM A PROGRAMMING ERROR.]

FROM: RESPECT Staff
SUBJECT: Oops! Let's start over: New RESPECT Survey - Your link enclosed

Dear [FIRST NAME],

You previously participated in the RESPECT survey, and you are invited to participate again. Whether your opinions and experiences are the same as last time or different, you are an important and valued part of this study. Your continued participation helps shed light on continuity and change in the community. The study is being conducted by RTI International—an independent, non-profit research organization.

For completing this brief web-based survey within 48 hours of receiving this email, you will receive a \$25 digital gift card for a store of your choice from among many online and in-store options, including Amazon.com, Starbucks, and Domino's Pizza. If you participate more than 48 hours after receiving this email, you will still receive a \$20 digital gift card.

If you participate in this survey, we will contact you again to complete similar surveys at a later time. Each survey you complete will offer a **\$20 digital gift card, with an extra \$5 if you respond quickly.**

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Your views and experiences are very important, so we hope you will make your voice heard by taking the survey! Don't miss emails related to the RESPECT study. Add noreply@Qemailserver.com to your contacts.

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Follow Up Survey Longitudinal SMS

Here is your link to the next round of the RESPECT Survey. Submit within 2 days for \$25. Thank you! Text STOP to opt out.
[survey link here]

2nd Breakoff Message

Dear [FIRST NAME],

Thank you for starting the RESPECT survey. We noticed that you have not quite completed. [INCLUDE IF %>50: However, you have completed more than X% of the survey.] We can only include your responses in the study if you finish the survey.

Members of your community are often underrepresented in federal research. This study is an opportunity for you to contribute your voice to this important research.

After you complete the survey, **you will receive a \$20 digital gift card for a store of your choice from among many online and in-store options including Amazon.com, Starbucks, or Panera Bread.** (Allow 3 business days for delivery.)

Follow this link to the Survey:

[\\${!://SurveyLink?d=Take%20the%20Survey}](#)

If you have any issues in continuing your RESPECT survey, please reply to this email or call the project helpline toll free at 800-848-4072 between 9 am and 5 pm, Eastern Time, Monday through Friday. We greatly appreciate your participation.

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[\\${!://OptOutLink?d=Click here to unsubscribe}](#)

Longitudinal Thank you/Prenotification E-mail – Intercept and Social Media

FROM: RESPECT Staff
SUBJECT: Thank you for your commitment to the RESPECT study
Dear [FIRST NAME],

Thank you for being a valued member of the RESPECT study and sharing your opinions with us. Your participation helps to bring more attention to a community that has long been under-represented in surveys of this kind. We appreciate your ongoing commitment to the study.

We also wanted to let you know there will be another opportunity to participate in the survey later this [FILL fall/spring/summer]. This next wave of the survey is still 30 minutes. Invitations will be sent out on [DATE], so check your inbox and spam folders. We are offering \$20 for participation plus a bonus \$5 if you participate within 2 days of receiving the invitation.

If you don't see your invitation by [DATE] or if you have any questions or comments about the study, feel free to reply to this message.

Don't miss emails related to the RESPECT study. Add noreply@Qemailserver.com to your contacts.

Thank you,
RESPECT Study Team

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