

Data Collection Through Web Based Surveys for Evaluating Act Against AIDS Social Marketing  
Campaign Phases Targeting Consumers

OMB No. 0920-0920

**Attachment 5**  
**Sample Email Invitation and Reminder for Non-Responders**

**Invitation**

You are invited to take part in a survey. The purpose is to hear your opinions about [INSERT HERE]. RTI International, a nonprofit research institute in North Carolina, is conducting the survey. The study is sponsored by the Centers for Disease Control and Prevention (CDC).

Please consider completing the survey by [DEADLINE]. Your thoughts on [INSERT TOPICS] are very important to us. We will give you [INSERT AMOUNT] as a token of appreciation for completing the survey. Thank you very much for your time.

If you would like to find out if you're eligible for the survey, please click here [INSERT LINK FOR SURVEY'S SECURE WEBSITE].

**Reminder**

You were recently invited to take part in a survey. The purpose is to hear your opinions about [INSERT TOPICS HERE]. RTI International, a nonprofit research institute in North Carolina, is conducting the survey. The study is sponsored by the Centers for Disease Control and Prevention (CDC).

Please consider completing the survey by [DEADLINE]. Your thoughts on [INSERT TOPICS] are very important to us. We will give you [INSERT AMOUNT] as a token of appreciation for completing the survey. Thank you very much for your time.

If you would like to find out if you're eligible for the survey, please click here [INSERT LINK FOR SURVEY'S SECURE WEBSITE].