

ATTACHMENT A:
COMMUNICATION MATERIALS

This page is intentionally left blank.

Table of Contents

Survey Email Invitation.....	4
Follow-up Email to Survey Invitation.....	5
Reminder Email to Start the Web Survey.....	6
Reminder to Complete the Survey After 1 Week of Inactivity.....	7
Final Reminder to Complete the Survey.....	8
Web Survey Phone Call Script.....	9

Survey Email Invitation

To: [email]

From: [NEA representative email]

Cc: [2M representative email]

Subject line: Invitation to Complete a Web Survey About Your [funding year] NEA *Our Town* Project

Dear [Name]:

The National Endowment for the Arts (NEA) is conducting a national web survey of all current and past *Our Town* grantees to gain a better understanding of how *Our Town* projects take place in local communities and the types of change they foster. As one of the first large-scale surveys of a national creative placemaking program, the results of this study can provide important evidence for support and recognition of arts, design, and cultural strategies as integral to community planning and development. As a grantee of the *Our Town* program, your responses to the web survey will help ensure that the results of our study accurately represent how *Our Town* projects work, inform how NEA can improve and increase the effectiveness of its creative placemaking grants, and contribute to the growing evidence base for the importance of creative placemaking programs such as *Our Town*.

NEA has selected researchers from [2M Research](#) to conduct the web survey. 2M Research project manager [Name] and research analyst [Name] are copied on this email. Mr. Murdoch will reach out to you shortly under a separate email with more information about the web survey.

Please note that your cooperation with this study is voluntary. Neither your decision to accept or decline participation nor any answers you provide in the web survey will affect the outcome of any present or future NEA grant applications, contract proposals, or cooperative agreement proposals.

We sincerely hope that you will participate in this important study and thank you in advance for your time and insights. Please do not hesitate to contact us with any questions.

Sincerely,

NEA Representative

National Endowment for the Arts
400 7th Street SW | Washington DC 20506
202-682-5547 (p) | 202-682-5721 (fax)
Follow-up Email After Cognitive Testing Invitation

Follow-up Email to Survey Invitation

To: [email]

From: [dedicated survey email]

Subject line: NEA *Our Town* Web Survey Instructions

Dear [Name]:

As the NEA representative mentioned in her introductory email, the National Endowment for the Arts (NEA) contracted with [2M Research](#) to implement a survey of all current and past *Our Town* grantees. You will complete this web survey online. We anticipate that the survey will take you approximately 30 minutes to finish. Feel free to complete the survey in multiple sittings; any responses you enter are automatically saved so that you can come back to the survey later.

I would like to reiterate the importance of this study to NEA and to you as a grantee of the *Our Town* program. As Jen stated, your responses to the web survey will help ensure that the results of the study accurately represent how *Our Town* projects work, inform how NEA can improve and increase the effectiveness of its creative placemaking grants, and contribute to the growing evidence base for the importance of creative placemaking programs such as *Our Town*.

Therefore, let me encourage you to complete the study by [date]. Please let us know if there is any way we can help you. For assistance with the web survey or any questions about the study, please contact us at the survey help line at [number (toll-free)] or by email at [dedicated survey email].

To access the survey, please use this link [link]. We encourage you to circulate the survey link among appropriate staff, if necessary, to obtain all responses. Remember that you can save your responses and return to complete the survey at any time.

Thank you!

2M Representative

Our Town Study Project Manager

2M Research (www.2mresearch.com)

Reminder Email to Start the Web Survey

To: [email]

From: [dedicated survey email]

Subject line: Reminder: Please Take the NEA *Our Town* Web Survey

Dear [Name]:

I am writing to confirm that you received my previous email with instructions for taking the National Endowment for the Arts (NEA) *Our Town* web survey. Our records indicate that you have not yet started the survey. It is important that you participate in this study so that the results of the study accurately represent how *Our Town* projects work, inform how NEA can improve and increase the effectiveness of its creative placemaking grants, and contribute to the growing evidence base for the importance of creative placemaking programs such as *Our Town*.

Please complete this important study by [date]. Let us know if there is any way we can help you. For assistance with the web survey or any questions about the study, please contact us at the survey help line at [number (toll-free)] or by email at [dedicated survey email].

To access the survey, please use this link [link]. We encourage you to circulate the survey link among appropriate staff, if necessary, to obtain all responses. Remember that you can save your responses and return to complete the survey at any time.

Thank you!

2M Representative

Our Town Study Project Manager

2M Research (www.2mresearch.com)

Reminder to Complete the Survey After 1 Week of Inactivity

To: [email]

From: [dedicated survey email]

Subject line: Reminder: Please Complete the NEA *Our Town* Web Survey

Dear [Name]:

I am writing to remind you to please complete the National Endowment for the Arts (NEA) *Our Town* web survey. Our records indicate that you started the survey but have not yet completed it. It is important that you fully respond to this study so that the results of the study accurately represent how *Our Town* projects work, inform how NEA can improve and increase the effectiveness of its creative placemaking grants, and contribute to the growing evidence base for the importance of creative placemaking programs such as *Our Town*.

Please complete this important study by [date]. Let us know if there is any way we can help you. For assistance with the web survey or any questions about the study, please contact us at the survey help line at [number (toll-free)] or by email at [dedicated survey email].

To access the survey, please use this link [link]. We encourage you to circulate the survey link among appropriate staff, if necessary, to obtain all responses. Remember that you can save your responses and return to complete the survey at any time.

Thank you!

2M Representative

Our Town Study Project Manager

2M Research (www.2mresearch.com)

Final Reminder to Complete the Survey

To: [email]

From: [NEA representative email]

Cc: [2M representative email]

Subject line: FINAL REMINDER: Please Complete the Web Survey About Your [funding year] NEA *Our Town* Project

Dear [Name]:

I sent an email about 2 months ago asking you to complete a web survey that the National Endowment for the Arts (NEA) is conducting to gain a better understanding of how *Our Town* projects take place in local communities and the types of change they foster. You should have received a link to the survey from James Murdoch (copied on this email), the survey project manager from our contractor [2M Research](#). I would like to reiterate the importance of the web survey to you as a creative placemaking practitioner. Your responses to the web survey will help ensure that the results of our study accurately represent how *Our Town* projects work, inform how NEA can improve and increase the effectiveness of its creative placemaking grants, and contribute to the growing evidence base for the importance of creative placemaking programs such as *Our Town*.

To access the survey, please use this link [[link](#)].

I sincerely hope that you will participate in this important study. Please do not hesitate to contact us with any questions, and thank you in advance for your time and insights.

Sincerely,

NEA Representative

National Endowment for the Arts

400 7th Street SW | Washington DC 20506

202-682-5547 (p) | 202-682-5721 (fax)

Web Survey Phone Call Script

Hello, my name is [YOUR NAME]. I'm calling from 2M Research on behalf of the National Endowment for the Arts to follow up on an email we recently sent to [RESPONDENT'S NAME]. Would that be you?

(IF SPEAKING TO THE RESPONDENT, GO TO B ON PAGE 2)

(IF SPEAKING TO ANOTHER PERSON, SAY:) Does [he or she] have a direct line I can call?

(IF YES, RECORD THE NUMBER IN THE SPACE BELOW; ENTER THIS NUMBER IN THE MESSAGE FIELD AT THE END OF THE CALL)

RESPONDENT'S DIRECT PHONE NUMBER: _____

Is [he or she] available?

- YES (GO TO B ON PAGE 2)
- NO (GO TO A BELOW)
- NO LONGER WORKS AT ORGANIZATION (GO TO C BELOW)

A. RESPONDENT NOT AVAILABLE

The email we sent to [RESPONDENT] linked to a questionnaire from the National Endowment for the Arts. The survey was designed to be completed by the person most knowledgeable about the *Our Town* grant your organization received from the National Endowment for the Arts.

Do you know whether [RESPONDENT] might have given it to someone else to complete?

- Yes, knows name of new person
May I have the name, title, and contact information for that person? **(ENTER THE CONTACT INFORMATION IN THE MESSAGE FIELD)**

Contact: _____

- No, does not know name or whether given to someone else **(CONTINUE BELOW)**

Would you please leave a message for [RESPONDENT] mentioning that I called about the survey?
When is a good time to call back?

Callback

Date/Time:

B. SCRIPT FOR WHEN RESPONDENT IS ON THE PHONE:

Introduction 1: IF SPEAKING TO RESPONDENT ON INITIAL CONTACT

The letter was an invitation to complete a survey about the *Our Town* grant you received. **(GO TO INTRODUCTION 3)**

Introduction 2: IF TRANSFERRED

Hello, my name is [NAME] and I'm calling from 2M Research. We recently sent you an email invitation to complete a survey for the National Endowment for the Arts about the *Our Town* grant you received. **(GO TO INTRODUCTION 3)**

Introduction 3

2M Research is conducting this survey on behalf of the National Endowment for the Arts. We noticed that you haven't completed this survey yet, so we just wanted to be sure that you received the email invitation and link to the survey.

Verify Contact Information

The email address we have for you is [email]. Is that correct? *(Update if necessary and confirm the login information will be sent right away.)*

Respond to Questions or Concerns

Have you been able to access the survey? Do you have any questions about the study? *(Answer questions using FAQ and encourage participation)*

[IF NO:] Did you have trouble with the link to the survey?

[IF YES:] Have you been able to log in and start the survey?

Resend Link

If you don't have any other questions, would you like for me to send you another link to the web survey? **[IF YES:]** I'll get that email to you shortly.

Reminder and Thank You

Your response to this study is important for ensuring that the results of the study accurately represent how *Our Town* projects work, inform how NEA can improve and increase the effectiveness of its creative placemaking grants, and contribute to the growing evidence base for the importance of creative placemaking programs such as *Our Town*.

Therefore, let me encourage you to complete the study by [date]. Please let us know if there is any way we can help you. The survey help line is [number (toll-free)], or you can send us an email at [dedicated survey email].

C. END OF CALL

Thank you for your time. Good bye.