

## Email Templates for SMFR Survey Outreach

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## For those who were recruited via social media

### 1. Follow-up email for individuals who start the survey but don't finish

Email Subject: Thank You for Beginning the *What do you have to say about cancer?* Survey!

Email Body:

Hello,

You recently started the *What do you have to say about cancer?* Survey after clicking on an ad online. Thank you for your participation! Your response is very important and will be used to help us better understand issues important to health and cancer.

You can continue where you left off by clicking on the following link: [LINK]

Your participation is critical to make this study a success. To thank you for your time and effort, we will mail you \$5 cash when you complete the survey.

Thank you again for taking the time to provide your crucial input through this survey.

## 2. Last chance email before data collection closes

Email Subject: Final Opportunity to Complete the *What do you have to say about cancer?* Survey

Email Body:

Hello,

You recently started the *What do you have to say about cancer?* Survey online after clicking on an ad online. Thank you for your participation!

We need your input **this week** because the survey will be closing on [DATE]. Your response is very important to us and will be used to help us to understand issues important to health and cancer.

To continue the survey, please click on the following link: [LINK]

Your participation is critical to make this study a success. To thank you for your time and effort, we will mail you \$5 cash when you complete the survey.

### 3. Initial invitation email

Email Subject: Invitation to Complete the *What do you have to say about cancer?* Follow-Up Survey

Email Body:

Hello,

Thank you for your participation in the *What do you have to say about cancer?* Survey in [MONTH] [YEAR]! Your participation made that study a success!

As a participant from the previous survey, we are reaching out to you again to ask for your help by completing a follow up survey. The *What do you have to say about cancer?* Follow-Up Survey is being conducted by the CDC in which participants will be contacted to provide information regarding their experiences with genetic testing and communication among family members. Results from this study will be used to inform the development of tools and resources for individuals who receive genetic testing.

Although your participation is voluntary, we encourage your participation as this is a unique opportunity for you to provide input and much needed information about genetic testing. We hope you decide to join us in this important study.

To complete this study online, please type the web address below into your internet browser and enter your unique personal identification number.

**Survey URL:** [INSERT URL]

**Survey PIN:** [P\_PIN]

Your participation is critical to make this study a success. To thank you for your time and effort, we will mail you an additional \$5 cash.

For more information about the *What do you have to say about cancer?* Follow-up Survey you may contact Juan Rodriguez at CDC toll free at [INSERT 800 #]. With technical questions, please contact our study partner, NORC, via email [CancerSurvey@norc.org](mailto:CancerSurvey@norc.org).

We thank you in advance for your participation in this important study!

## For the follow-up survey

### 4. Follow-up email for individuals who don't respond to the first email

Email Subject: Reminder to Complete the *What do you have to say about cancer?* Survey

Email Body:

Hello,

We recently invited you to complete the *What do you have to say about cancer?* Follow-up Survey. We haven't heard from you yet, and your response is very important to us. We want to hear about your experiences with genetic testing and communication among family members. Results from this study will be used to inform the development of tools and resources for individuals who receive genetic testing. We will present the survey results at an aggregate level in a report; no individual information will be shared publicly, and your responses will remain private.

The survey takes about 20 minutes to complete. Remember that you can start it now and finish it at a later date. To begin the survey, please click the following link: [LINK]

Although your participation is voluntary, we encourage your participation as this is a unique opportunity for you to provide input and much needed information about genetic testing. We hope you decide to join us in this important study.

Your participation is critical to make this study a success. To thank you for your time and effort, we will mail you an additional \$5 cash.

### 5. Last chance email before data collection closes

Email Subject: Final Opportunity to Complete the *What do you have to say about cancer?* Follow-Up Survey

Email Body:

Hello,

Thank you for your participation in the *What do you have to say about cancer?* Survey in [MONTH] [YEAR]! Your participation made that study a success!

As a participant from the previous survey, we are reaching out to you again to ask for your help by completing a follow up survey. We need your input **this week** because the survey will be closing on [DATE]. Your response is very important to us and will be used to help us to identify aspects of family communication about health and risk.

To continue the survey, please click on the following link: [LINK]

Your participation is critical to make this study a success. To thank you for your time and effort, we will mail you \$5 cash when you complete