

Appendix B5. WBC Client Introductory Letter

[DATE]

Dear [CLIENT NAME]:

[WBC NAME] is a resource partner of the U.S. Small Business Administration (SBA), and together, we are striving to improve our programs and deliver meaningful assistance. We want to know if our programs and services are helping entrepreneurs and the broader economy by providing useful information about starting and managing businesses and by eventually helping businesses grow. SBA has contracted with 2M Research (2M) to conduct this survey.

You have been randomly selected to complete a brief online survey regarding the business assistance you received from [WBC NAME] during 2017. In the next couple of days, you will receive an email with a link to the survey. Your participation is voluntary; however, we would appreciate your taking a few minutes to answer some brief questions that will help us determine the quality and impact of the assistance you received. This survey is intended to solely focus on your experience in 2017, not 2018. This is to allow lag time needed to measure the impact on your business outcomes. While your participation is voluntary, we value your opinion and encourage you to participate.

Individual data will be maintained by 2M and SBA and will be held in strict confidence. It will not be released to [WBC NAME], to other government agencies, or to other private firms. The data will be reported only in the aggregate without identifying any individual respondent.

If you have any questions about this study or would like to complete the survey over the phone, please contact the study team by email at womensbusiness@2mresearch.com or by phone at 1-800-XXX-XXXX (toll-free) from 9:00 a.m. to 4:00 p.m. CST Monday through Friday. If you call outside of this time, please leave a message and we will return your call the following business day.

Thank you,

[STUDY TEAM CONTACT INFORMATION]

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is XXX-XXXX. The time required to read this letter is estimated to average 1 minute (0.02 hours). Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Small Business Administration, Director, Records Management Division, 409 3rd St., S.W., Washington, DC 20416 and Desk Officer for the Small Business Administration, Office of Management and Budget, New Executive Building, Room 10202, Washington, DC 20503.
