

## Appendix B6. WBC Client Initial Email

To: [SELECTED WBC CLIENTS]  
From: [STUDY TEAM]  
Subject: Women's Business Center Survey  
[ATTACHMENT: APPENDIX B7. WBC CLIENT OUTCOME SURVEY FAQs]

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.

You have been randomly selected to complete a brief online survey regarding the business assistance you received from [WBC NAME] during calendar year 2017. SBA has contracted with 2M Research, a private research company, to conduct the survey on behalf of the agency. 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.

The web survey is designed to be completed within approximately 6 minutes. You may begin the survey and continue at a later time if needed. Your answers will be saved. The data will be held in strict confidence and reported only in the aggregate without identifying any individual respondent. Please complete this survey by [DATE].

To access the survey, please click on this [WBC Survey LINK].

We thank you in advance for your important contribution to this research. Responses to Frequently Asked Questions are attached. For assistance with the survey or if you would like to complete the survey over the phone, please contact the study team by email at [womensbusiness@2mresearch.com](mailto:womensbusiness@2mresearch.com) or 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]

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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 read this email 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,

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DC 20503.