

## Appendix D-2 Follow-up Survey Introduction

Email script containing survey link:

OMB Approval No: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Dear [first name],

Here it is! Below you will find a link to your Emerging Leaders annual follow-up assessment that will allow you to reflect on the goals and action steps you were able to accomplish in [YEAR].

[Survey Link]

Please take the time to complete your assessment by close of business on [DATE]. Last year nearly [insert number] fellow business owners across the country made time for the assessment, please do the same.

To minimize the time you spend on the assessment, have your business tax information, Profit and Loss statement, and payroll records for [YEAR] and [YEAR] handy. We recognize you may not have filed your taxes yet for [YEAR], but please complete the assessment to the best of your ability.

If you are unable to complete the assessment in one sitting, click the “Save” button at the top of each page and you will be emailed a link to pick up the assessment at the point where you left off.

Interise and the U.S. Small Business Administration partner to provide the SBA Emerging Leaders Initiative and conduct the annual follow-up survey to gather feedback that helps us measure our program’s effectiveness. The ability to continue offering the curriculum to small business owners like you depends on your participation in this assessment. The estimated burden for completing this survey is 25 minutes. You are not required to respond to this survey unless it displays a currently valid OMB Control (or Approval) Number. The number for this survey is XXXX-XXXX. Although your response to the survey is voluntary and you are not required to answer each question, we would greatly appreciate your answering all of them.

If you have any difficulties accessing the assessment, please contact Interise at [evaluation@interise.org](mailto:evaluation@interise.org) or at 617-350-6300.

Thank you,  
Laura

Laura Lee Charles  
Continual Engagement Manager

Interise

Survey start page script:

Thank you for taking the time to complete this annual assessment of your business. To minimize the time it takes, please have access to your business tax information, Profit and Loss statement, and payroll records from [YEAR] and [YEAR]. Your responses will be kept confidential and will be reported only in the aggregate, as detailed in the consent form preceding the survey [see Appendix B-2].

If you need to save your responses, and return later to complete the assessment, *press "SAVE"* at the very top of the page. A link will be emailed to the address you provide so you can access your partially completed assessment to continue where you left off.

Upon completion of the assessment, you will receive a copy of your responses for your records. If you have any questions, feel free to reach out to us at [evaluation@interise.org](mailto:evaluation@interise.org) or 617.350.6300.

[Click Next]