

ATTACHMENT B:  
COMMUNICATION MATERIALS

## **Table of Contents**

Pilot Test Invitation Letter .....	3
Follow-up Email to Pilot Test Invitation .....	4
Reminder Email to Start the Pilot Test .....	5
Web Survey Invitation .....	6
Reminder Email to Start the Web Survey .....	7

## Pilot Test Invitation Letter

To: [Respondent Email]

From: [NEA Representative]

RE: Invitation to Pilot Test a Web Survey for USArtists International

Dear [Name]:

The National Endowment for the Arts (“the Arts Endowment”) and its partners are developing and testing a survey of past USArtists International (USAI) grantees to learn about USAI’s impacts on artists’ careers. **The Arts Endowment is inviting artists like you to participate in a 5–8-minute web survey** to test the survey before we begin our full data collection. The information we gather will be used to improve the web survey, which will later be used to measure the impacts of the USAI program on artists’ careers.

The web survey is designed for artists that were sponsored by USAI to travel to international festivals or arts marketplaces. **If you have received this email and are not an artist that used USAI funds to travel abroad to an international festival or arts marketplace, please forward this email to one artist that did use the USAI funds to travel abroad for that artist’s review and consideration, and let us know when you have done so.** You and your organization’s input is valuable to the program’s overall and continued success in supporting artists’ professional growth.

The Arts Endowment has selected researchers from [2M Research](#) to conduct the pilot test of the web survey. A representative from 2M Research will reach out to you shortly under a separate email with more instructions about the web survey.

The survey is taken on the web, and we estimate it will take no longer than 8 minutes to complete. Your participation is completely voluntary and will not impact any present or future Arts Endowment grant applications, contract proposals, or cooperative agreement proposals.

We sincerely hope that you will volunteer to participate in this important survey. Please do not hesitate to contact us with any questions.

Sincerely,

**Guiomar Ochoa**

**International Grants Specialist**

National Endowment for the Arts

400 7th Street SW | Washington, DC 20506

ochoag@arts.gov

## Follow-up Email to Pilot Test Invitation

To: [Respondent Email]

From: [Dedicated Survey Email]

Subject line: USArtists International Web Survey Instructions

Dear [Name]:

As the National Endowment for the Arts representative mentioned in her introductory email, the Arts Endowment and its partners have contracted with [2M Research](#) to develop and test a survey of past USArtists International (USAI) artist grantees to learn about USAI's impacts on artists' careers.

You will complete the survey online, and we anticipate that the survey will take approximately 8 minutes to finish.

Your input is valuable to the continued success of USAI in supporting artists' professional growth. We sincerely hope that you will volunteer to participate in this important survey. Your participation is completely voluntary and will not impact any present or future Arts Endowment grant applications, contract proposals, or cooperative agreement proposals.

To access the survey, please use this [\[link\]](#). Please complete the survey by [\[date\]](#).

Please note, we are specifically looking for performing artists that used USAI support to travel to international festivals or arts marketplaces to respond to this survey. **If you are not an artist that meets these criteria, please forward the survey link to an artist who did use USAI support to travel to an international festival or arts marketplace.**

Thank you!

**2M Representative**

USArtists International Web Survey Research Analyst

2M Research ([www.2mresearch.com](http://www.2mresearch.com))

## Reminder Email to Complete the Pilot Test

To: [Respondent Email]

From: [Dedicated Survey Email]

Subject line: Reminder: Please Take the USArtists International 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' USArtists International web survey. Our records indicate that you have not yet completed the survey. Your participation in this survey is important.

Please complete this important survey 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 survey, please contact by email at [dedicated survey email].

To access the survey, please use this link: [link].

Thank you!

### **2M Representative**

USArtists International Web Survey Research Analyst

2M Research ([www.2mresearch.com](http://www.2mresearch.com))

## Web Survey Invitation

To: [Respondent Email]

From: [NEA Representative]

RE: Web Survey for USArtists International

Dear [Name]:

The National Endowment for the Arts (“the Arts Endowment”) and its partners implementing a survey of [year] USArtists International (USAI) grantees to learn about USAI’s impacts on artists’ careers. **The Arts Endowment is inviting artists like you to participate in a 5–8-minute web survey.** The information we gather will be used to measure the impacts of the USAI program on artists’ careers.

You will complete the survey online, and we anticipate that the survey will take approximately 8 minutes to finish.

Your input is valuable to the continued success of USAI in supporting artists’ professional growth. We sincerely hope that you will volunteer to participate in this important survey. Your participation is completely voluntary and will not impact any present or future Arts Endowment grant applications, contract proposals, or cooperative agreement proposals.

To access the survey, please use this [link]. Please complete the survey by [date].

Please note, we are specifically looking for performing artists that used USAI support to travel to international festivals or arts marketplaces to respond to this survey. **If you are not an artist that meets these criteria, please forward the survey link to an artist who did use USAI support to travel to an international festival or arts marketplace.**

Sincerely,

**Guiomar Ochoa**

**International Grants Specialist**

National Endowment for the Arts

400 7th Street SW | Washington, DC 20506

ochoag@arts.gov

## Reminder Email to Complete the Web Survey

To: [Respondent Name]

From: [NEA Representative]

Subject line: Reminder: Please Take the USArtists International 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' USArtists International web survey. Our records indicate that you have not yet completed the survey. Your participation in this survey is important.

Please complete this important survey 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 survey, please contact us by email at [research@arts.gov](mailto:research@arts.gov).

To access the survey, please use this link: [link].

Thank you!

**Guiomar Ochoa**

**International Grants Specialist**

National Endowment for the Arts

400 7th Street SW | Washington, DC 20506

[ochoag@arts.gov](mailto:ochoag@arts.gov)