

## I. Small Business Pulse Survey Initial and Follow-up Emails

### Initial Email

**Email Subject Line:** Official Request from the U.S. Census Bureau: Small Business Pulse Survey

#### A Message from the Director, U.S. Census Bureau:

As businesses and our nation collectively adapt to meet unprecedented challenges posed by Coronavirus (COVID-19), the U.S. Census Bureau is committed to producing critical information to measure the impacts to the economy and people of the United States. To better understand the needs of the many small businesses, we are reaching out to take our nation's economic pulse. Your answers can guide decisions made by federal officials and policymakers targeting aid, assessing programs' effectiveness, and facilitating America's economic recovery.

This is a **short survey with 16 checkbox questions that should take 5 minutes or less to complete**. The survey will assess your business' activities in the last week and since the start of the COVID-19 pandemic.

Please use the following information to respond to the **Small Business Pulse Survey**:

**Website:** <https://census.gov/businesspulse>

**Authentication Code:** XXXX-XXXX-XXXX

**Due Date:** <insert date>

**Thank you** in advance for your time and participation. I wish for your continued health and safety during this challenging time.

Sincerely,

Steven D. Dillingham  
Director  
U.S. Census Bureau

#### OMB Number

*This collection has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number is 0607-XXXX and appears at the upper right of the login screen. Without this approval, we could not conduct this survey.*

#### Authority and Confidentiality

*Title 13, United States Code, Sections 131 and 182, authorizes the U.S. Census Bureau to conduct this collection and to request your voluntary assistance.*

**FOLLOW UP EMAIL CONTACT**

**Subject:** Reminder: Official Request from the U.S. Census Bureau: Small Business Pulse Survey

Hello,

You should have received an email from the U.S. Census Bureau earlier in the week asking for your participation in the Small Business Pulse Survey, a short 16-question survey to understand how the COVID-19 pandemic may have affected your business. The results of this survey are essential for federal officials and policymakers to more precisely understand how the pandemic has affected our economy and nation as they seek to meet your urgent needs.

I understand you and your business may be facing unique challenges. Please take 5 minutes to let us know if/how your business is being impacted. Please use the following information to respond now:

**Website:** <https://<insert link>>

**Authentication Code:** XXXX-XXXX-XXXX

**Thank you** in advance for your time and participation. I wish for your continued health and safety during this challenging time.

Respectfully,

Nick Orsini  
Associate Director for Economic Programs  
U.S. Census Bureau