

Appendix C-5 Intermediary Reminder Scripts

Reminder survey completion telephone call script

Hello, my name is [insert name], and I am a [insert title] working for the Optimal Solutions Group, on behalf of the U.S. Small Business Administration. We are evaluating the Microloan Program. I am calling you about the email you received regarding the survey for the Microloan program. You may recall receiving e-mails asking for your participation in the survey designed to get your input on ways to improve the Program.

This is just a friendly reminder call asking you to participate in the survey on-line. The survey should take less than 20 minutes to complete. Your participation is very important in assisting the SBA to improve the program to ensure that businesses like yours have successful outcomes with this valuable program.

Thank you for your participation.

Reminder interview completion telephone call script

Hello, my name is [insert name], and I am a [insert title] working for the Optimal Solutions Group, on behalf of the U.S. Small Business Administration. We are evaluating the Microloan Program. I am calling you about the email you received regarding the interview for the Microloan program. You may recall receiving e-mails asking for your participation in the study designed to get your input on ways to improve the Program.

Do you have about 20 minutes to participate in an interview about your experiences with the program and how the program could be improved to better meet the needs of small businesses?

IF NOT: When would be a good time to call you back?

IF YES: Thank you for participating in this evaluation of the microloan program. Your responses will be kept strictly confidential and your name will never be used in any reports produced from this study. All survey responses will be reported as aggregated statistics in form of averages, percentages, and frequency counts. All survey responses will be stored as de-identified information and these data will be provided to the SBA.