

# Initial Invitation

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**Subject Line:** Welcome to the American School Leader Panel survey ([insert AEP survey number](#))!

Dear ^first\_name^ ^last\_name^,

We are pleased to announce that the next ASLP Survey ([insert AEP survey number](#)) is available for you to complete. This survey focuses on opportunities for civics education that prepare young people to contribute to a democratic society. It will be open for about four weeks, so please respond at your earliest convenience!

You can access your ASLP account and complete our survey by clicking on the link below.

[<insert web link here>](#)

The survey should take you about 9 minutes to complete. As a thank you for your time, you will receive a \$10 gift code at the end of the survey.

As a reminder, your participation in any ASLP survey is voluntary, and RAND will keep all of your survey responses confidential. If you have any questions, please don't hesitate to contact the ASLP helpdesk at [ASLPhelpdesk@rand.org](mailto:ASLPhelpdesk@rand.org) or 1-800-419-9566.

Thank you again for your participation!

Sincerely,  
The RAND American School Leader Panel team

## Email Reminders

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### First Reminder

**Subject Line:** Don't forget to take the [survey name] Survey (insert AEP survey number)!

Dear ^first\_name^ ^last\_name^,

**We need your input!** Please take the ASLP Survey (insert AEP survey number) 9-minute survey to tell us about your experiences as an educator.

**To log into your ASLP account click here:** <https://aslp.rand.org/panel/>

We know that as a school leader you are very busy. As a thank you for your time, you will receive an electronic \$10 gift code for participating in the study.

Thank you,  
The RAND American School Leader Panel team  
*Questions? Contact the ASLP helpdesk at ASLPhelpdesk@rand.org or 1-800-419-9566.*

### Second Reminder

**Subject Line:** Time is running out! Take the ASLP survey (AEP number) today.

Dear ^first\_name^ ^last\_name^,

**The ASLP Survey (AEP number) is closing soon.** School leaders from across the country have been responding, but we want to hear from you! The school leader voice matters. Your responses matter.

If you can take just 9 minutes out of your day to take this survey, we'll be able to tell a more complete story about educators' experiences related to civics education across the United States.

**You can access the survey directly by clicking here:** <<web link>>

We greatly appreciate your help, and you will receive an electronic **\$10 gift code** for participating in the study. Thank you for your time and support!

Sincerely,  
The RAND American School Leader Panel team  
*Questions? Contact the ASLP helpdesk at ASLPhelpdesk@rand.org or 1-800-419-9566.*

## Third Reminder Email

**Subject Line:** We need your input! Take the American School Leader Panel survey (**AEP number**) today.

Dear ^first\_name^ ^last\_name^,

**The ASLP Survey (**AEP number**) closes at the end of the week.** Don't miss your chance to join a community of school leaders across the country who are sharing their experiences related to civics education opportunities for students.

We are grateful for your participation and continued support. As a thank you for your time, you will receive an electronic \$10 gift code for your contributions to the study.

**Click here to log into your ASLP account:** <https://aslp.rand.org/panel/>

Thank you for your participation!

Sincerely,

The American School Leader Panel team

Questions? Contact us at ASLPhelpdesk@rand.org or 1-800-419-9566.

## Final Reminder Email

**Subject Line:** LAST CHANCE! The American School Leader Panel survey (**AEP number**) closes soon.

Dear ^first\_name^ ^last\_name^,

**The ASLP Survey (**AEP number**) closes at midnight on XX/XX/XX.** We want to help policymakers understand school leaders' experiences with civics education opportunities for students, **but we can't do it without your input!**

We are only sending this reminder to panelists who have not yet completed the survey. Please take just 9 minutes to participate in the study:

**You can access the survey directly by clicking here:** [<web link>](https://aslp.rand.org/panel/)

We are grateful for your participation and continued support. As a thank you for your time, you will receive an electronic \$10 gift card code for your contributions to the study.

Sincerely,

The RAND American School Leader Panel team

Questions? Contact us at ASLPhelpdesk@rand.org or 1-800-419-9566