

## **Survey E-mails to NIDDK Director's Update Subscribers**

### **Initial Email to NIDDK Director's Update Subscribers**

**Send date:** December 8, 2020

**Subject Line:** NIDDK Director's Update wants to hear from you

**Preheader Text Options:** Your feedback is important to us

#### **Body Text:**

The [NIDDK Director's Update](#) is a quarterly newsletter that provides Institute updates and information. We are continually working to deliver engaging and informative content, and would appreciate your feedback in order to provide material that is valuable to you.

Please share your opinion by completing this **ten-minute survey before December 22, 2020**.

[TAKE THE SURVEY]

Thank you for your participation. We look forward to hearing from you!

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### **Follow-Up SurveyMonkey email to blog subscribers**

**Send date:** December 15, 2020

**Subject Line:** NIDDK Director's Update still wants to hear from you!

**Preheader Text:** Your feedback is important to us

#### **Body Text:**

As a subscriber of the [NIDDK Director's Update](#), we want your opinion on the topics and content you would like included in the newsletter. Please take a moment to answer **ten short questions by December 22, 2020** to help us develop the best content for you.

[TAKE THE SURVEY]

Thank you for your participation. We look forward to hearing from you!