

[AmeriSpeak logo here]

Dear [Name],

We need your help. We are asking a small group of people to complete an important survey sponsored by the Centers for Disease Control and Prevention (CDC) about the physical and emotional well-being of young adults.

We randomly selected your address from home addresses in the United States. We are not selling you anything. We just want to learn more about an important topic in society. This means that when you respond, your voice will be heard. The survey should take approximately 20 minutes and you will receive \$20!

GET STARTED TODAY! THE LAST DAY TO COMPLETE THE SURVEY IS XXXDAY, MONTH DAY.

1. VISIT **XXX.NORC.ORG**
2. ENTER YOUR PIN: <<PIN>>
3. COMPLETE THE SURVEY AND GET A \$20 GIFT CARD AS A THANK YOU FOR YOUR PARTICIPATION

On behalf of all of us, thanks for taking the time to read this letter and consider participating in this CDC survey. Participation is voluntary. This survey is completely confidential and the information you provide will be used by the project team and CDC for research purposes only. If you have questions about your rights as a survey participant before starting the survey, you may call the NORC Institutional Review Board Administrator (toll-free) at **1-866-309-0542**.

Thank you for your help with this important study!

Sincerely,

[SIGNATURE BLOCK]