

## **Development of Messages for the Let's Stop HIV Together National Campaign**

(OMB No. 0920-0920)

### **Attachment 5: Sample Email Notification for Non-respondents**

#### **Invitation**

You have been invited to take part in a survey. The purpose of the survey is to hear your opinions about HIV-related topics and messages. It should take about 30 minutes to complete. RTI International, a nonprofit research organization in North Carolina, is conducting the survey. The survey is sponsored by the Centers for Disease Control and Prevention (CDC). If you are eligible and choose to participate, you will receive [\$20] as a token of appreciation for completing the survey.

Please consider completing the survey by [INCLUDE DEADLINE]. Your thoughts on HIV-related topics, messages and ads are very important to us. Thank you very much for your time.

If you would like to find out if you're eligible for the survey, please click here [INSERT LINK FOR SURVEY'S SECURE WEBSITE].

#### **Reminder**

You were recently invited to take part in a survey. The purpose is to hear your opinions about HIV-related topics and messages. It should take about 30 minutes to complete. RTI International, a nonprofit research institute in North Carolina, is conducting the survey. The survey is sponsored by the Centers for Disease Control and Prevention (CDC).

Please consider completing the survey by [DEADLINE]. Your thoughts on HIV-related topics, messages, and ads are very important to us. We will give you [\$ INSERT AMOUNT] as a token of appreciation for completing the survey. Thank you very much for your time.

If you would like to find out if you're eligible for the survey, please click here [INSERT LINK FOR SURVEY'S SECURE WEBSITE].