

## SCREENER EARLY BIRD INCENTIVE EMAIL

[EMAIL SENT TO RESPONDENTS THAT COMPLETE THE SCREENER BY THE EARLY BIRD DATE, SELECT ELECTRONIC GIFT CARD OPTION, AND HAVE PROVIDED EMAIL.]

Subject line: Your Ask U.S. Panel Incentive

Dear [FNAME],

Thank you for your recent response to the short survey determining if anyone in your household was eligible to join the Ask U.S. Panel pilot. **[IF SELECTED FILL:** Your participation in the Ask U.S. Panel pilot is vital to the success of this effort.] **[IF NOT SELECTED FILL:** While you were not eligible to join the Ask U.S. Panel pilot, the information you provided is vital to the success of this effort.]

**To redeem your \$5 gift card, please follow the instructions below:**

[INSERT PERSONALIZED LINK HERE AND ANY ADDITIONAL INSTRUCTIONS NECESSARY TO REDEEM GIFT CARD, TO INCLUDE REDEMPTION AND FUNDS EXPIRATION DATES.]

If you have any questions about this payment, or any other component of the Ask U.S. Panel pilot, you may reach the Ask U.S. Panel research team at 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or [askuspanel@rti.org](mailto:askuspanel@rti.org).

Sincerely,

[CONTACT]