

Attachment A: SVOG Program Evaluation Survey Correspondence and
Communication
Recruitment Email

To: [SVOG GRANTEE]

Cc: sana.ahmedwilder@sba.gov; svogevaluation@2mresearch.com

Subject: Shuttered Venues Operators Grant: Feedback Opportunity

Hello [NAME],

I hope this message finds you well. I'm the U.S. Small Business Administration's Director of the Shuttered Venues Operators Grant (SVOG). My office leads the SVOG initiative to support operations of eligible live venues and operators and related arts businesses during the COVID-19 pandemic. I am contacting you regarding a study about small business owners' experiences with SVOG.

SBA's Office of Program Performance, Analysis, and Evaluation is working with 2M Research to understand how business owners fared through the pandemic and evaluate the outcomes of SVOG. Within a week, you will be receiving an email from SVOGevaluation@2mresearch.com to invite you to take part in a 5-question survey. I encourage you to participate as your response will provide important insights and help SBA inform future programs' design and delivery. Please add SVOGevaluation@2mresearch.com to your safe senders list, so you can receive this invitation.

For more information, please contact 2M Research's project director James Murdoch at cmurdoch@2mresearch.com or SBA's evaluator Sana Ahmed Wilder at sana.ahmedwilder@sba.gov. You may also reach the 2M Research team by phone using the toll-free phone number 844-503-7045.

Best Regards,

Allison Richards
Director, Shuttered Venues Operators Grant Program
U.S. Small Business Administration

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Survey Invitation

To: [SVOG GRANTEE]

Cc: sana.ahmedwilder@sba.gov; svogevaluation@2mresearch.com

Subject: Please take this 5-question survey for the Shuttered Venue Operators Grant Program Evaluation

Hello [NAME]:

2M Research is conducting a brief 10-minute survey with 5 questions about the assistance you received from the Small Business Administration (SBA)'s Shuttered Venue Operator's Grant Program (SVOG) in 2021.

Please complete the survey using this link: [LINK]

We are interested in your honest response to each of the survey questions. 2M Research will ensure the confidentiality of your responses and will only report findings to SBA without identifying any individual person. Response data will be maintained by 2M Research and SBA. It will not be released to other government agencies or private firms. If you have any questions about this study or would like to complete the survey over the phone, you may reach me, James Murdoch, or a member of my study team by email at SVOGEvaluation@2mresearch.com or by phone at 1-844-503-7045 (toll-free) from 9 a.m. to 4 p.m. CST Monday - Friday. If you call outside of this time, please leave a message and a member of the team will return your call the following business day.

Thank you in advance for your participation in this important study!

Sincerely,

James Murdoch
Project Manager
2M Research

Attachment A: SVOG Program Evaluation Survey Correspondence and Communication

Reminder Email

To: [SVOG GRANTEE]

Cc: sana.ahmedwilder@sba.gov; svogevaluation@2mresearch.com

Subject: Reminder: Please respond to the 5-question survey for the Shuttered Venue Operators Grant Program Evaluation

Hello [NAME],

Recently, I emailed asking if you would participate in a brief survey regarding the assistance you received from the Small Business Administration (SBA)'s Shuttered Venue Operator's Grant Program (SVOG). We are very interested in your feedback on how the SVOG may have impacted your business and any additional needs you may have.

Please complete the survey using this link: [LINK]

Sincerely,

James Murdoch
Project Manager
2M Research

Final Reminder

To: [SVOG GRANTEE]

Cc: sana.ahmedwilder@sba.gov; svogevaluation@2mresearch.com

Subject: Final Reminder: Please respond to the 5-question survey for the Shuttered Venue Operators Grant Program Evaluation

Hello [Name]:

Recently, I emailed asking if you would participate in a brief survey regarding the assistance you received from the Small Business Administration (SBA)'s Shuttered Venue Operator's Grant Program (SVOG). We are very interested in your feedback on how the SVOG may have impacted your business and any additional needs you may have. **The survey is closing on [DATE].**

Please complete the survey using this link: [LINK]

Sincerely,

James Murdoch
Project Manager
2M Research

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Phone Call Script

Hello, my name is [YOUR NAME]. I'm calling from 2M Research to follow up on an email we recently sent to [RESPONDENT'S NAME]. Would that be you?

- YES (GO TO B ON PAGE 2)
- NO (GO TO A BELOW)
- NO LONGER WORKS AT ORGANIZATION (GO TO BUSINESS CONTACT IN SECTION B ON PAGE 2)

A. RESPONDENT NOT AVAILABLE

Does [he or she] have a direct line I can call?

- YES (RECORD THE NUMBER IN THE SPACE BELOW; ENTER THIS NUMBER IN THE MESSAGE FIELD AT THE END OF THE CALL)

RESPONDENT'S DIRECT PHONE NUMBER: _____
(GO TO D ON PAGE 3)

- NO (CONTINUE BELOW)

The email we sent to [RESPONDENT] linked a web survey designed to be completed by business owners that received funding from the Shuttered Venues Operators Grant Program.

Do you know if [RESPONDENT] shared it with someone else to complete?

- YES, KNOWS NAME OF NEW PERSON
May I have the name, title, and contact information for that person? (ENTER THE CONTACT INFORMATION IN THE MESSAGE FIELD)

Contact: _____ (GO TO D ON PAGE 3)

- NO, DOES NOT KNOW NAME OR WHETHER GIVEN TO SOMEONE ELSE (CONTINUE BELOW)

Would you please leave a message for [RESPONDENT] mentioning that I called about the survey?
(GO TO D ON PAGE 3)

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B. SCRIPT FOR WHEN RESPONDENT IS ON THE PHONE:

Introduction 1: IF SPEAKING TO RESPONDENT ON INITIAL CONTACT

The email was an invitation to complete a survey about the Shuttered Venues Operators Grant you received. **(GO TO INTRODUCTION 3)**

Introduction 2: IF TRANSFERRED

Hello, my name is [NAME] and I'm calling from 2M Research. We recently sent you an email invitation to complete a survey for the Shuttered Venues Operators Grant Program Evaluation. **(GO TO INTRODUCTION 3)**

Introduction 3

2M Research is conducting this survey and we noticed that you haven't completed it yet, so we just wanted to be sure that you received the email invitation and link to the survey.

- YES, PLANNING TO COMPLETE **(GO TO VERIFY CONTACT INFORMATION)**
- YES, BUT NOT THE RIGHT PERSON TO COMPLETE **(GO TO BUSINESS CONTACT)**
- YES, FORWARDED THE SURVEY TO THE RIGHT PERSON **(GO TO UPDATE RESPONDENT CONTACT INFORMATION)**
- YES, REFUSE TO COMPLETE **(GO TO D ON PAGE 3)**
- NO **(GO TO VERIFY CONTACT INFORMATION)**

Business Contact

The web survey was designed to be completed by business owners that applied for and received funding from the Shuttered Venues Operators Grant Program.

Do you know who would be the best person to complete this survey?

- YES, KNOWS NAME OF NEW PERSON **(GO TO UPDATE RESPONDENT CONTACT INFORMATION)**
- NO **(GO TO D ON PAGE 3)**

Update Respondent Contact Information

May I have the name, title, and contact information for that person? **(ENTER THE CONTACT INFORMATION IN THE MESSAGE FIELD)**

Contact: _____

(GO TO D ON PAGE 3)

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Verify Contact Information

The email address we have for you is [email]. Is that correct? *(Update if necessary and confirm the login information will be sent right away.)*

Respond to Questions or Concerns

Have you been able to access the survey? Do you have any questions about the study? *(answer questions and encourage participation)*

[IF NO:] Did you have trouble with the link to the survey?

[IF YES:] Have you been able to log in and start the survey?

Resend Link

If you don't have any other questions, would you like for me to send you another link to the web survey? **[IF YES:]** I'll get that email to you shortly. **(CONTINUE TO C BELOW)**

C. REMINDER AND THANK YOU

Your response to this study is important to understand the impacts of the Shuttered Venues Operators Grant Program on businesses like yours.

Therefore, let me encourage you to complete the study by [date]. Please let us know if there is any way we can help you. The survey help line is [number (toll-free)], or you can send us an email at [dedicated survey email].

D. END OF CALL

Thank you for your time. Goodbye.