## Recruitment Email

To: [SVOG GRANTEE]

Cc: [sana.ahmedwilder@sba.gov](mailto:sana.ahmedwilder@sba.gov); [svogevaluation@2mresearch.com](mailto:svogevaluation@2mresearch.com)

**Subject:** Short Interview for the Shuttered Venues Operators Grant Program Evaluation

Hello [NAME],

Thank you so much for taking the survey for the Shuttered Venues Operators Grant Program Evaluation.

In your survey response you indicated you are willing to participate in a follow-on interview. The interview will take about 15 minutes. It would be very helpful if we could schedule the interview by [date]. Please respond to this email with a day and time that you are available, and I will send you a calendar invitation.

We truly appreciate your feedback.

Thank you,

James Murdoch

Project Manager

2M Research

## 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)**

NO **(GO TO A BELOW)**

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 C**)

NO **(CONTINUE BELOW)**

The email we sent to [RESPONDENT] was to schedule a follow-on interview for the Shuttered Venues Operators Grant Program Evaluation. Would you please leave a message for [RESPONDENT] mentioning that I called about the interview? (**GO TO C**)

B. SCRIPT FOR WHEN RESPONDENT IS ON THE PHONE:

#### Introduction 1: IF SPEAKING TO RESPONDENT ON INITIAL CONTACT

The email was a request to schedule a follow-on interview for the Shuttered Venues Operators Grant Program Evaluation. **(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 to schedule a follow-on interview for the Shuttered Venues Operators Grant Program Evaluation. **(GO TO INTRODUCTION 3)**

#### Introduction 3

The interview should not take more than 15 minutes. Would you like to complete it now?

YES **(PROCEED TO INTERVIEW PROTOCOL)**

NO, BUT WILLING TO SCHEDULE **(GO TO SCHEDULE INTERVIEW)**

NO, REFUSE TO COMPLETE **(GO TO C)**

#### Schedule Interview

What is a good day and time this week or next to schedule the interview? (**CONFIRM DATE**)

The email address we have for you is [email]. Is that correct?

YES (**CREATE CALENDAR INVITATION AND SEND**)

NO (**OBTAIN NEW EMAIL AND SEND INVITATION**)

(**CONTINE TO C BELOW**)

C. END OF CALL

Thank you for your time. Goodbye.