

# Attachment A: SVOG Evaluation Interview Correspondence and Communication

## 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

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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)
- 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)

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- 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)

(CONTINUE TO C BELOW)

### C. END OF CALL

Thank you for your time. Goodbye.