

Attachment J: BAA Survey Email Reminder

From: [3RD PARTY ONLINE SURVEY PANEL VENDOR TBD] (INSERT EMAIL ADDRESS)

Subject: [INSERT FIRM NAME] invitation to participate in an online survey

Dear [Panelist]

You were recently invited to participate in an online survey about a health education campaign developed by the Centers for Disease Control and Prevention (CDC). If you have not already completed the survey, we encourage you to take a few minutes to do so. We value your opinion and appreciate you setting aside the time to respond, as your feedback will help CDC staff understand the public's response to the campaign and its key messages.

Completing the assessment is voluntary and takes approximately 20 minutes. You will need a computer, a tablet, or a smartphone with a good internet connection to take the survey. You will receive **[INSERT \$25 if Consumer or \$75 if HCP]** in the in the form of Venmo or PayPal (electronic delivery) or a pre-paid gift card as a token of appreciation for your time and efforts. You should receive it within 7 business days.

Below is the link to the informed consent form and the online survey (*insert link for the survey*).

If you have any questions, please email [INSERT NAME] at [INSERT EMAIL] or call [INSERT PHONE NUMBER].

Sincerely,

(Enter Survey Panel Vendors Info)

Instructions

1. Click on the link and read the informed consent form.
2. Give your consent if you agree to take the survey.
3. If you are interrupted after you start the survey, you can log out and log back in again.
4. If you have trouble opening the link, please email [INSERT NAME] at [INSERT EMAIL] or call [INSERT PHONE NUMBER].
5. After completing the survey, you can expect to receive your Venmo or PayPal (electronic delivery) payment or gift card within 7 business days. If you do not receive it, please contact [INSERT NAME] at [INSERT EMAIL] or call [INSERT PHONE NUMBER]