

NLSY 97 Round 21 – Email Scripts

Advance Letter/Early Bird Offer

The Advance letter changes slightly every round and is usually signed by the director. The following example uses the advance letter from the NLSY97 Round 21.

Hello,

For more than 20 years, the NLSY97 has provided vital information about the lives of ordinary Americans. Few surveys can match the NLSY97 in helping us understand who we are as a nation. And for that, we thank you.

Your continued participation in this study is more important than ever. Together we have witnessed the impact of the COVID-19 pandemic on our economy, health systems, educational institutions, and the labor market. The information you share in your regular interview, connected with the information from the COVID-19 survey administered in early Spring, allows us to understand the current American experience and how to make informed policy decisions for the future.

We follow the federal laws that govern the confidentiality of survey respondents, as well as additional policies and procedures that ensure your answers are safeguarded. Please see the back of this letter for more information about privacy and confidentiality. The average interview lasts about 74 minutes. At the end of your interview, you can receive your gift even faster using one of our electronic payment options.

We appreciate your time and willingness to thoughtfully answer our questions and we look forward to your continued participation. Few people have the opportunity to make such a lasting contribution. Thank You!

Phone: XXX-XXX-XXX | Email: nlsy79@NORC.org | Text XXX-XXX-XXX with your full name

Sincerely

DIRECTOR NAME

Bureau of Labor Statistics

If you believe you are not the intended recipient of this message, please notify the sender and delete this email without disclosing, copying, or further disseminating its contents.

The survey is authorized under Title 29, Section 2, of the United States Code. The U.S. Office of Management and Budget has approved the questionnaire and has assigned **1220-0157** as the survey's control number. This control number expires on **xx/xx/xxxx**. Without OMB approval and this number, we would not be able to conduct this survey. If you have any comments regarding this survey or recommendations for reducing its length, send them to the Bureau of Labor Statistics, National Longitudinal Surveys, 2 Massachusetts Avenue, N.E., Washington, DC 20212.

The Bureau of Labor Statistics, its employees, agents, and partner statistical agencies, will use the information you provide for statistical purposes only and will hold the information in confidence to the

full extent permitted by law. In accordance with the Confidential Information Protection and Statistical Efficiency Act (44 U.S.C. 3572) and other applicable Federal laws, your responses will not be disclosed in identifiable form without your informed consent.

BLS may release records to a contractor to compile non-individually identifiable data for use by the general public and federal agencies for research purposes. BLS may provide geographic information to researchers to conduct specific research projects which further the mission and functions of the agency. Such authorized researchers must sign a written agreement making them official agents of the Bureau of Labor Statistics and requiring them to protect the confidentiality of survey participants. These researchers are never provided with the personal identities of participants.

NLSY79 Early Bird Offer Prompt

This prompt is used to support the Early Bird Offer that is made to NLSY79 respondents. It is not sent to NLSY97 respondents.

Subject	It's not too late to be an Early Bird!
Email language	Hello, A few weeks ago, we emailed you and sent you a letter about your NORC interview. It's not too late to receive \$XX as an Early Bird! After DATE, your offer will drop to \$XX. You can schedule your appointment today by replying to this email, calling XXX-XXX-XXXX or sending a text message to XXX-XXX-XXXX. To receive your gift faster, we offer electronic payment options through online or mobile banking and PayPal. Don't miss your chance to make a lasting contribution. Thank you, and we look forward to your continued participation in this important study! <i>If you believe you are not the intended recipient of this message, please notify the sender and delete this email without disclosing, copying, or further disseminating its contents.</i>

Themed Reminder Email 1 (Example: Happy New Year)

Subject	Happy New Year from NORC!
Email language	Hello, Previously, we emailed you and sent you a letter about your NORC interview. It's not too late to receive \$XX for completing. For more than XX years, the NLSY (79/97) has provided vital information about the lives of Americans in your generation. Few surveys can match the NLSY (79/97) in helping us understand who we are as a nation. And for that, we thank you.

	<p>You can schedule your appointment today by replying to this email, calling XXX-XXX-XXXX or sending a text message to XXX-XXX-XXXX. To receive your gift faster, we offer electronic payment options through online or mobile banking and PayPal.</p> <p>Don't miss your chance to make a lasting contribution. Thank you, and we look forward to your continued participation in this important study!</p> <p><i>If you believe you are not the intended recipient of this message, please notify the sender and delete this email without disclosing, copying, or further disseminating its contents.</i></p>
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Themed Reminder Email 2 (Example: Spring theme)

Subject	Spring is here!
Email Language	<p>Hello,</p> <p>I hope this message finds you well and enjoying nice weather where you live. I'm wondering if it would be possible to conduct your NORC interview sometime this week or this coming weekend. When would you have about an hour to chat by phone?</p> <p>As a long-time participant in the NLSY(97/79) study, you perform a valuable service to your community. By sharing your story, you enrich researchers' understanding of how family, education, and labor interact in the daily lives of Americans.</p> <p>Your information is very important to us, and I want to make it as easy as possible for you to participate in our study, so call or text me at [FM_Phone] or send me an email at [FM_Email] to set an appointment.</p> <p>You will receive [Total fee] to thank you for your participation by either electronic payment or mailed check, as you choose.</p> <p>Thank you for your time. We hope to hear from you soon.</p> <p><i>If you believe you are not the intended recipient of this message, please notify the sender and delete this email without disclosing, copying, or further disseminating its contents.</i></p>

Themed Reminder Email 3 (Summer theme)

Subject	Don't let summer pass you by!
Email Language	Hello,

	<p>I wanted to remind you that it is not too late to complete your NLSY (97/79) survey! Take a break from the heat and schedule an hour with a professional interviewer to take your survey before it is too late! We will be calling soon to schedule your interview sometime in the next two weeks.</p> <p>Because of your past participation, you've had a direct impact on the way our society understands some of the most critical issues impacting our country. Thanks for these contributions in the past ... and don't forget that it's not too late to share your story this year.</p> <p>To schedule your appointment, simply reply to this email, or call or text me at [FM PHONE]. You will receive [TOTAL FEE] to thank you for your participation.</p> <p>If you believe you are not the intended recipient of this message, please notify the sender and delete this email without disclosing, copying, or further disseminating its contents.</p>
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We Haven't Heard From You

Subject	We haven't heard from you!
Email language	<p>Hello,</p> <p>I hope this message finds you well. I know your schedule may be hectic, but I was wondering if it would be possible to conduct your NLSY(79/97) interview sometime this week or this coming weekend. Which day are you available?</p> <p>Your information is very important to us, and I want to make it as easy as possible for you to participate in our study. NORC appreciates your time and commitment, as do I. We are offering you [TOTAL FEE] to show our appreciation.</p> <p>To schedule your appointment, simply reply to this email, or call or text me at [FM PHONE]. I hope to hear from you soon!</p> <p><i>If you believe you are not the intended recipient of this message, please notify the sender and delete this email without disclosing, copying, or further disseminating its contents.</i></p>

Final Push Offer (and increase in the payment incentive)

Subject	New! Higher bonus available!
Email language	<p>Hello,</p> <p>It's not too late to participate in the NLSY(79/97) this year. Because your participation is so important, we've increased your gift and are now offering you \$XX to complete your interview, which takes about an hour on average to complete.</p>

	<p>The study is not complete without your input! Please schedule your interview today. Call us toll-free at [FM Toll Free] or reply to this email to schedule an appointment with your interviewer. We can work around your schedule to complete your interview whenever is convenient for you.</p> <p>I hope to hear from you soon!</p> <p><i>If you believe you are not the intended recipient of this message, please notify the sender and delete this email without disclosing, copying, or further disseminating its contents.</i></p>
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Last Chance

Subject	It's your last chance!
Email language	<p>Hello,</p> <p>As we head towards autumn, we are beginning to wind down interviews on the NLSY(97/79). This is your <i>last chance</i> to complete your survey this round and receive [FEE] as a token of our appreciation.</p> <p>You can do the interview on the phone in about an hour, on average. Feel free to call me at [FM phone] or text me at [FM text] anytime, or respond to this email to set your appointment.</p> <p>Because of your participation, you've had a direct impact on the way our society understands some of the most critical issues impacting our country. Thanks for your contribution! I hope to hear from you soon.</p> <p><i>If you believe you are not the intended recipient of this message, please notify the sender and delete this email without disclosing, copying, or further disseminating its contents.</i></p>