Attachment H: GAOS Recruitment Invitation

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

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

Dear [Panelist]

We are looking for **[INSERT "consumers" or "healthcare professionals"]** to take part in an online survey about a health education campaign developed by the Centers for Disease Control and Prevention (CDC). We are working with our partner CATMEDIA, a program management, training, and creative services company, to conduct the survey.

You will be asked to take the survey only once. The results of this survey will help the CDC refine its ongoing campaign by helping CDC staff understand the public's response to the campaign and its key messages. It will take an average of 20 minutes to complete. The survey will be available to you online between [**INSERT DATE],** and [**INSERT DATE]**.

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).*

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.