**ATTACHMENT A: SURVEY INVITATION**

**Parents/Guardians Invitation**

From: Marketing Systems Group/Panel Provider Name

Sent: [DATE]

To: [POTENTIAL PARTICIPANT]

Subject: New Survey for Parents/Guardians

Take the survey below and share your opinions on ideas for ads.

 Start Survey

Your opinions are appreciated.

Reward offer: [reward]

Average length: [minutes]

You can also access the survey by clicking on the following link or copying and pasting into your browser: [SURVEY URL]

Thank you for your participation.

Marketing Systems Group/Panel Provider

**Stakeholder Invitation**

As part of the planning for Summer Nutrition Programs for 2024, FNS has partnered with Team Crosby, a communications firm, to lead the efforts for a public awareness campaign to boost families’ awareness and participation.

We invite you to take an online survey to review campaign concepts and provide your feedback. Campaign concepts are not fully developed ads, but we appreciate your input on the ideas and themes in order to refine them for the public awareness campaign. Here are some details:

* The survey is approximately 10 minutes.
* There is no need to prepare, and your participation is entirely voluntary.
* Your name will not be connected to individual responses. Your personal information will be kept confidential.
* Team Crosby will prepare a summary based on all the feedback we receive to help refine the communication. The summary is for internal use only.

**ACTION: If you would like to participate in the survey, please click the link below or copy or paste it into your browser:**

[Insert link]

Thanks in advance for supporting our efforts to ensure campaign materials are relevant to the families and children you serve.

[FNS contact signature]