<DATE>

Dear <NAME>,

Thank you for agreeing to participate in this voluntary focus group research. MarketVision Research is conducting this research on behalf of the United States Department of Agriculture (USDA) to inform them how USDA can best increase awareness of one of their programs via text messaging. All of the information you provide will be used only for research purposes and will not be disclosed or used, in identifiable form, for any other purpose except as required by law.

You have been scheduled to participate in a focus group study at <TIME> on <DATE>. The discussion will take place virtually and will last no more than two hours. To thank you for your time, you will receive a $75 incentive as a token of appreciation.

The focus group discussion will take place virtually. To participate, <INSERT LOG-IN INSTRUCTIONS>.

If you have any further questions, please contact

Andrew Tamplin

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