

## CHP TOPICAL 13 AND 14 CONTACT LANGUAGE

### Survey Email Invitation

**SUBJECT:** Census Household Panel Survey Available!

Dear [FNAME],

Thank you for your continued participation in the Census Household Panel. A survey to provide critical, up-to-date information on the U.S. population is now available for you to complete. As a token of our appreciation, **you will receive \$10** for completing this 20-minute survey.

Please complete the survey using the PIN and link below by **[Month Day], 2024**.

PIN: {fill with external data reference}

Link: {Add anonymous survey link}

Alternatively, you may complete this survey over the phone by calling 1-888-595-1334.

If you have any questions, please contact the Census Household Panel Team at [addp.household.panel@census.gov](mailto:addp.household.panel@census.gov).

[This survey is also available in Spanish]

Thank you,

The Census Household Panel Team

*Follow the link to opt out of future emails:  
\${!://OptOutLink?d=Click here to unsubscribe}*

## Reminder Email 1

Subject: Reminder: Census Household Panel Survey

Dear [fill FNAME],

A few days ago, you should have received an email asking you to complete a new survey for the Census Household Panel. We are sending this reminder because we did not yet receive your response.

Please complete the survey using the PIN and link below.

PIN: {fill with external data reference}

Link: {Add anonymous survey link}

Alternatively, you may complete this survey over the phone by calling 1-888-595-1334.

**The final date to complete the survey is [DATE]. As a token of our appreciation, you will receive \$10 for completing the survey.**

Thank you in advance for your participation in the Census Household Panel. If you have any questions, please contact us at [addp.household.panel@census.gov](mailto:addp.household.panel@census.gov).

Thank you,

Census Household Panel Team

## Reminder Email 2

Subject: Reminder: Census Household Panel Survey

Dear [fill FNAME],

About a week ago, you should have received an email asking you to complete a new survey for the Census Household Panel. We are sending this reminder because we did not yet receive your response. The information you've already provided for the Census Household Panel will be less valuable without your response to this month's survey.

Please complete the survey using the PIN and link below.

PIN: {fill with external data reference}

Link: {Add anonymous survey link}

Alternatively, you may complete this survey over the phone by calling 1-888-595-1334.

**The final date to complete the survey is [DATE]. As a token of our appreciation, you will receive \$10 for completing the survey.**

Thank you in advance for your participation in the Census Household Panel. If you have any questions, please contact us at [addp.household.panel@census.gov](mailto:addp.household.panel@census.gov).

Thank you,

Census Household Panel Team

## Final Reminder

### Subject: Final chance! \$10 Census Household Panel Survey

Dear [fill FNAME],

Recently, you should have received an invitation for a new Census Household Panel survey. This is your final chance to complete this month's survey to provide critical, up-to-date information on the U.S. population.

**Please use the PIN and link below to complete this survey by [Month Day], 2024.** As a token of our appreciation, **you will receive \$10 for completing the survey.**

PIN: {fill with external data reference}

Link: {Add anonymous survey link}

Alternatively, you may complete this survey over the phone by calling 1-888-595-1334.

Your participation is important to ensure our survey results represent an accurate picture of the entire country. Thank you in advance for your continuing participation in the Census Household Panel. As a member of the Census Household Panel, you will be invited to participate in another survey in about a month. You will be eligible for another \$10 incentive after completing the next survey.

If you have any questions, you can reach the Census Household Panel team via email at [adp.household.panel@census.gov](mailto:adp.household.panel@census.gov) or visit our website at <https://www.census.gov/programs-surveys/census-household-panel.html>.

Sincerely,

The Census Household Panel Team

## Digital Incentive Email

Thank you for completing the Census Household Panel survey in [Month]! We appreciate your response to this important study. Here is a token of our appreciation for your participation. You will have access to various options to choose from. Enjoy!

**\$10**

**Your Choice**

**URL - GET NOW**

Available until MM/DD/YYYY

Thank you in advance for your continuing participation in the Census Household Panel surveys. As a member of the Panel, you will continue to be invited to participate in upcoming surveys. You will be eligible for another \$10 incentive after completing the next survey.

Sincerely,  
The Census Household Panel Team

## Text Messages:

### 1. Initial Invite:

A new Census Household Panel survey is available. Complete to earn \$10. Login with PIN: {Insert external data reference} {Insert anonymous link}  
Reply STOP to cancel. Text HELP for more info.

## Schedule:

- **Date:**
- **Time:** 10AM MT (12PM ET)

### 2. Reminder 1

Official Census Bureau Request: Please respond to your Census Household Panel survey. Login with PIN: {Insert external data reference} {Insert anonymous link}  
Reply STOP to cancel. Text HELP for more info

## Schedule:

- **Text Reminder 1**
- **Date:**
- **Time:** 3PM MT (5PM ET)

### 3. Reminder 2:

Official Census Bureau Request: Please respond to your Census Household Panel survey by MM/DD/2024. Login with PIN: {Insert external data reference} {Insert anonymous link}  
Reply STOP to cancel. Text HELP for more info.

## Schedule:

- **Text Reminder 2**
- **Date:**
- **Time:** 10AM MT (12PM ET)

### 4. Final Reminder:

Please answer your Census Household Panel survey today to earn \$10. Login with PIN: {Insert external data reference} {Insert anonymous link}  
Reply STOP to cancel. Text HELP for more info.

## Schedule:

- **Date:**

- **Time:** 10AM MT (12PM ET)