

HTOPS TOPICAL SURVEY EMAIL AND TEXT INVITATION AND REMINDERS

SUBJECT: Household Trends and Outlook Pulse Survey Available!

Dear [FNAME],

Thank you for your continuing participation in the Household Trends and Outlook Pulse. A survey [fill Purpose of Topical Survey] is now available for you to complete. As a token of our appreciation, **you will receive a \$5 gift card** for completing this 20-minute survey.

Please complete the survey using the PIN and link below by **[date]**.

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 HTOPS Team at addp.htops@census.gov.

Esta encuesta también está disponible en español.

Thank you,

The Census HTOPS Team

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

Reminder Email 1

Subject: Reminder: Household Trends and Outlook Pulse Survey

Dear [fill FNAME],

A few days ago, you should have received an email asking you to complete a new survey for the Household Trends and Outlook Pulse Survey. We are sending this reminder because we have not received 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 a \$5 gift card for completing the survey.

Thank you in advance for your participation in the Household Trends and Outlook Pulse Survey. If you have any questions, please contact us at addp.htops@census.gov.

Esta encuesta también está disponible en español.

Thank you,

The Census HTOPS Team

Reminder Email 2

Subject: Reminder: Household Trends and Outlook Pulse Survey

Dear [fill FNAME],

About a week ago, you should have received an email asking you to complete a new survey for the Household Trends and Outlook Pulse Survey. We are sending this reminder because we have not received your response. The information you've already provided for the Household Trends and Outlook Pulse Survey 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 a \$5 gift card for completing the survey.

Thank you in advance for your participation in the Household Trends and Outlook Pulse Survey. If you have any questions, please contact us at addp.htops@census.gov.

Esta encuesta también está disponible en español.

Thank you,

The Census HTOPS Team

Final Reminder

Subject: Final chance! \$5 Household Trends and Outlook Pulse Survey

Dear [fill FNAME],

Recently, you should have received an invitation for a new Household Trends and Outlook Pulse Survey (HTOPS). This is your final chance to complete this month's survey [fill with purpose of Topical Survey].

Please use the PIN and link below to complete this survey by [DATE]. As a token of our appreciation, **you will receive a \$5 gift card 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 Household Trends and Outlook Pulse Survey. As a member of the HTOPS, you will be invited to participate in another survey in about a month. You will be eligible for another \$5 incentive after completing the next survey.

If you have any questions, you can reach the Census HTOPS team via email at addp.htops@census.gov or visit our website at <https://www.census.gov/programs-surveys/htops.html>.

Esta encuesta también está disponible en español.

Sincerely,

The Census HTOPS Team

Text Messages:

1. Initial Invite:

A new Census Household Trends and Outlook Pulse Survey is available. Complete to earn a \$5 gift card. Login with PIN: {Insert external data reference} {Insert anonymous link}

Reply STOP to cancel. Text HELP for more info.

2. Reminder 1

Official Census Bureau Request: Please respond to your Census HTOPS survey. Login with PIN: {Insert external data reference} {Insert anonymous link}

Reply STOP to cancel. Text HELP for more info

3. Reminder 2:

Official Census Bureau Request: Please respond to your Census HTOPS survey by [date]. Login with PIN: {Insert external data reference} {Insert anonymous link}

Reply STOP to cancel. Text HELP for more info.

4. Final Reminder:

Please answer your Census HTOPS survey today to earn a \$5 gift card. Login with PIN: {Insert external data reference} {Insert anonymous link}

Reply STOP to cancel. Text HELP for more info.

TOPICAL SURVEY INCENTIVE LETTER

(Date)

[FIRSTNAME] [LASTNAME]
[ADDRESS1]
[ADDRESS2]
[CITY], [STATE] [ZIP]

Dear [FIRSTNAME]

A few weeks ago, your household completed the [SURVEY_MONTH] Household Trends and Outlook Pulse Survey (HTOPS). Thank you for your response to this important study. Enclosed is a token of our appreciation for your participation.

Thank you in advance for your continuing participation in the Household Trends and Outlook Pulse Survey. As a member of HTOPS, you will continue to be invited to participate in upcoming surveys. You will be eligible for *another* \$5 gift card after completing the next survey.

You may receive a survey invitation by text message or email. If you have any questions, please contact us at addp.htops@census.gov or call 1-888-595-1334.

Sincerely,

The Household Trends and Outlook Pulse Survey Team

DIGITAL INCENTIVE EMAIL

Subject: Thank you from the HTOPS Team

Thank you for completing the Household Trends and Outlook Pulse Survey in [SURVEY_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!

\$5

Recipient's Choice

[Access Gift Card Here (TOKEN-hyperlinked)]

Available until [EXP_DATE]

[FAQs Link]

Thank you in advance for your continuing participation in the Household Trends and Outlook Pulse Survey. As a member of the Panel, you will continue to be invited to participate in upcoming surveys. You will be eligible for another \$5 gift card after completing the next survey.

Sincerely,
The Household Trends and Outlook Pulse Survey Team

DIGITAL INCENTIVE REMINDER EMAIL

Subject: **Reminder: Thank You from the HTOPS Team**

Thank you for completing the Household Trends and Outlook Pulse Survey in [SURVEY_MONTH]! Our records indicate you have not redeemed your incentive for this survey. Please redeem as soon as possible. **The link expires {EXP_DATE} and cannot be reissued.** You will have access to various options to choose from.

\$5

Recipient's Choice

[Access Gift Card Here (TOKEN-hyperlinked)]

Available until [EXP_DATE]

[FAQs Link]

If you have questions or difficulties accessing the link, please email addp.htops@census.gov.

Sincerely,
The Household Trends and Outlook Pulse Survey Team