

**Attachment D: Example recruitment materials (emails and flyers)**

**Invitation Emails**

**SOGI**

SUBJECT: Action Requested: Meeting with the US Census Bureau

*Check our email address - it's official if it's from census.gov*

Hello,

The National Science Foundation (NSF) and its data collection partner, the U.S. Census Bureau, are working to test questions for the 2024 Annual Business Survey (ABS). Importantly, before we officially conduct this survey, we need to obtain direct feedback from a small number of businesses owners. I'm writing to ask for your help in providing feedback. You were specifically selected because of your involvement with [x] organization and have a specific viewpoint as an LGBTQ+ identified business owner.

If you agree to support this research effort by providing feedback, we will schedule a virtual meeting for no more than 1 hour with Census Bureau staff to get your opinions on asking about sexual orientation and gender identity on our survey. Our team will be flexible to accommodate your schedule.

If you are interested, please click the link below or reply to this email to schedule a day and time that works best for you. If you are interested in a group interview, there is an option to indicate that on this form.

LINK

Thanks in advance for your consideration. If you have additional questions, please feel free to contact me using the information provided below.

Sincerely,

Hillary Steinberg, Survey Statistician  
Data Collection Methodology & Research Branch, Economic Statistical Methods Division  
U.S. Census Bureau  
(301) 763-5383  
[Hillary.steinberg@census.gov](mailto:Hillary.steinberg@census.gov)

**Disability**

SUBJECT: Action Requested: Meeting with the US Census Bureau

*Check our email address - it's official if it's from census.gov*

Hello,

The National Science Foundation (NSF) and its data collection partner, the U.S. Census Bureau, are working to test questions for the 2024 Annual Business Survey (ABS). Importantly, before we officially conduct this survey, we need to obtain direct feedback from a small number of businesses owners. I'm writing to ask for your help in providing feedback. You were specifically selected because of your involvement with [x] organization and have a specific viewpoint as a disabled business owner.

If you agree to support this research effort by providing feedback, we will schedule a virtual meeting for no more than 1 hour with Census Bureau staff to get your opinions on asking about sexual orientation and gender identity on our survey. Our team will be flexible to accommodate your schedule.

If you are interested, please click the link below or reply to this email to schedule a day and time that works best for you. If you are interested in a group interview, there is an option to indicate that on this form.

LINK

Thanks in advance for your consideration. If you have additional questions, please feel free to contact me using the information provided below.

Sincerely,

Hillary Steinberg, PhD, Survey Statistician  
Data Collection Methodology & Research Branch, Economic Statistical Methods Division  
U.S. Census Bureau  
(301) 763-5383  
Hillary.steinberg@census.gov

**Recruitment Fliers**

**SOGI**

TITLE: We want feedback from you!

The United States Census Bureau is looking for LGBTQ+ identified business owners to give feedback! We want your viewpoints to better understand how we should ask about your identities in our surveys. If you are interested, please reach out at the contact information below or sign up sign up here [insert link] for a confidential 60 minute interview.

Contact:

Hillary Steinberg, PhD, Survey Statistician

Data Collection Methodology & Research Branch, Economic Statistical Methods Division  
U.S. Census Bureau  
(301) 763-5383  
[Hillary.steinberg@census.gov](mailto:Hillary.steinberg@census.gov)

## **Disability**

TITLE: We want feedback from you!

The United States Census Bureau is looking for disabled business owners to give feedback! We want your viewpoints to better understand how we should ask about your identities in our surveys. If you are interested, please reach out at the contact information below or sign up sign up here [insert link] for a confidential 45 minute interview.

Contact:

Hillary Steinberg, PhD, Survey Statistician  
Data Collection Methodology & Research Branch, Economic Statistical Methods Division  
U.S. Census Bureau  
(301) 763-5383  
[Hillary.steinberg@census.gov](mailto:Hillary.steinberg@census.gov)