

Recruitment Email Body

Initial e-mail

Subject: Invitation to Join a DoD Paid Research Study

We invite you to participate in an **anonymous** survey on social interactions in the military. After completing the survey, you'll receive a \$20 gift card. Your participation will inform DoD efforts to improve the wellbeing of service members.

WHO: The Department of Defense (DoD) asked the Institute for Defense Analyses (IDA), an independent research organization, to conduct this study.

WHAT: The survey takes **20-30 minutes** and is completely **anonymous** so your responses cannot be linked back to you. Afterwards, you'll receive a \$20 Amazon gift card.

WHERE: Forward this email to a **personal computer or smartphone** to complete while **off-duty**. This will protect your anonymity and is required per DoD policy which states that Service Members cannot receive payment for research completed on-duty.

[INSERT LINK]

[INSERT PASSWORD]

We know that as a Service Member, you receive a lot of surveys, so we appreciate your time. Reply to this e-mail if you have any questions.



<https://www.ida.org>

730 East Glebe Road, Alexandria, VA 22305 | (703) 845-6845

Reminder e-mail

Subject: Reminder – Join a DoD Paid Research Study

We recently contacted you about participating in an anonymous survey on social interactions and sexual behavior. After participating you'll receive a \$20 gift card. The deadline for participation is [INSERT DATE]

WHO: The Department of Defense (DoD) asked the Institute for Defense Analyses (IDA), an independent research organization, to conduct this study.

WHAT: The survey takes **20-30 minutes** and is completely **anonymous** so your responses cannot be linked back to you. Afterwards, you'll receive a **\$20 Amazon gift card**.

WHERE: Forward this email to a **personal computer or smartphone** to complete while **off-duty**. This will protect your anonymity and is required per DoD policy which states that Service Members cannot receive payment for research completed on-duty.

[INSERT LINK]

[INSERT PASSWORD]

We know that as a Service Member, you receive a lot of surveys, so we appreciate your time. Reply to this e-mail if you have any questions.



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Research Overview Flyer



Complete a Survey for a \$20 Amazon Gift Card

WHO: Active Duty Service members, ranking E1 - E4 are eligible to participate.

WHAT: 20-30 minute ***anonymous*** survey on social interactions in the military. Your participation will help improve Service member wellbeing.

WHERE: Complete while off-duty on a personal computer or smartphone. To find out if you are eligible to participate, scan the QR code or visit the link below:

https://idaorg.gov1.qualtrics.com/jfe/form/SV_bJVRHB7yA291efA



RIGOROUS ANALYSIS
TRUSTED EXPERTISE
SERVICE TO THE NATION

DoD asked the Institute for Defense Analyses (IDA), an independent research organization, to conduct this survey