

## **EAAA Follow-Up Survey Recruitment Outreach Language: Emails**

### **1- Initial Invitation Email from NORC**

**TO:** EAAA Evaluation Follow-Up Survey Respondent

**FROM:** NORC T4 Project Email [eaaa-eval@norc.org]

**SUBJECT:** EAAA Evaluation Follow-Up Survey – Your Participation is Important!

Greetings [FILL NAME],

We are reaching out to you to complete your voluntary follow-up survey as part of the evaluation of the 'Flip the Script' Enhanced Assess, Acknowledge, Act (EAAA) training. This follow-up survey asks similar questions as the first survey you completed during INDOC about 6 months ago. Whether you attended all, some, or none of the EAAA training, your responses are essential to this evaluation!

**You may access the survey through the link below:**

**INSERT FOLLOW-UP SURVEY LINK**

The above link will direct you to norc.org, a non-government website, to complete the survey.

**Your personalized pin to access the survey is below:**

[XXXXXX]

The survey will take about 15 minutes to complete. Your responses are completely confidential. No one in your chain of command will see them.

**Sailors who participate will receive a \$20 e-gift card redeemable at Amazon or the Navy Exchange.**

**This survey will close on [INSERT DATE].** If you encounter any problems as you complete the survey, please email [eaaa-eval@norc.org](mailto:eaaa-eval@norc.org) for assistance.

Very respectfully,  
The EAAA Evaluation Research Team  
[eaaa-eval@norc.org](mailto:eaaa-eval@norc.org)

#### **NOTES:**

The EAAA team at the Naval Air Technical Training Center (NATTC) is working with NORC at the University of Chicago and the DoD to evaluate the EAAA training. For additional information about Navy Exchange gift cards visit the Navy Exchange [store policies](#) web page.

## 2- Reminder Emails 1-4 From NORC

**TO:** EAAA Evaluation Follow-Up Survey Respondent

**FROM:** NORC T4 Project Email [eaaa-eval@norc.org]

**SUBJECT Reminder #1:** Complete the EAAA Evaluation Survey & Receive an Amazon or NEX Gift Code

**SUBJECT Reminder #2:** IMPORTANT: Help Your Fellow Sailors by Supporting the EAAA Evaluation & Receive an Amazon or NEX Gift Code

**SUBJECT Reminder #3:** Share Your Input & Receive an Amazon or NEX Gift Code

**SUBJECT Reminder #4:** Help Your Fellow Sailors & Receive an Amazon or NEX Gift Code

Greetings [FILL NAME],

We recently invited you to participate in a voluntary survey for the 'Flip the Script' Enhanced Assess, Acknowledge, Act (EAAA) training currently offered at the Naval Air Technical Training Center (NATTC).

**Sailors will receive a \$20 e-gift card redeemable at Amazon or the Navy Exchange** to thank you for completing the survey. This completely confidential survey will take about 15 minutes to complete. No one in your chain of command will see your survey responses. **Please complete the survey as soon as possible; we will close the survey on [INSERT DATE].**

**You may access the survey through the link below:**

INSERT FOLLOW-UP SURVEY LINK

The above link will direct you to [norc.org](http://norc.org), a non-government website, to complete the survey.

**Your personalized pin to access the survey is below:**

[XXXXXX]

This follow-up survey asks similar questions as the baseline survey you completed during INDOC a few months ago. The goal of the follow-up survey is to assess the effectiveness of the EAAA training. We want to hear from you. Whether you attended all, some, or none of the training, your responses are valuable to this evaluation.

If you have any problems as you complete the survey, please email [eaaa-eval@norc.org](mailto:eaaa-eval@norc.org) for assistance.

Thank you in advance for your participation and input!

Very respectfully,

The EAAA Evaluation Research Team  
[eaaa-eval@norc.org](mailto:eaaa-eval@norc.org)

NOTES: The EAAA team at the Naval Air Technical Training Center (NATTC) is working with NORC at the University of Chicago and the DoD to evaluate the EAAA training. For additional information about Navy Exchange gift cards visit the Navy Exchange [store policies](#) web page.

### 3- Reminder Email 5 From NORC (Final Attempt)

**TO:** EAAA Evaluation Follow-Up Survey Respondent

**FROM:** NORC T4 Project Email [eaaa-eval@norc.org]

**SUBJECT Final Reminder:** Last Chance! Complete the EAAA Evaluation Survey & Receive an Amazon or NEX Gift Code

Greetings [FILL NAME],

Recently, you may have seen our emails asking you to complete the voluntary follow-up survey as part of the 'Flip the Script' Enhanced Assess, Acknowledge, Act (EAAA) training evaluation.

**We will close the survey on [INSERT DATE]. This is our last outreach to you. Please complete the survey as soon as possible through the link below:**

**INSERT FOLLOW-UP SURVEY LINK**

The above link will direct you to norc.org, a non-government website, to complete the survey.

**Your personalized pin to access the survey is below:**

[XXXXXX]

This follow-up survey asks similar questions as the baseline survey you completed during INDOC about 6 months ago. **Sailors will receive a \$20 e-gift card redeemable at Amazon or the Navy Exchange** to thank you for completing the survey.

We want to hear from you. Whether you attended all, some, or none of the training, your responses are critical to completing this training evaluation. We recognize that you have a very busy schedule. This confidential survey will take about 15 minutes to complete.

We appreciate the time you invested in the EAAA evaluation for the baseline survey – please close the loop and provide your follow-up survey responses! Thank you in advance for your participation.

Very respectfully,

The EAAA Evaluation Research Team  
[eaaa-eval@norc.org](mailto:eaaa-eval@norc.org)

NOTES: The EAAA team at the Naval Air Technical Training Center (NATTC) is working with NORC at the University of Chicago and the DoD to evaluate the EAAA training. For additional information about Navy Exchange gift cards visit the Navy Exchange [store policies](#) web page.

#### 4- Thank You/Incentive Delivery Email

**TO:** EAAA Evaluation Follow-Up Survey Respondent

**FROM:** NORC T4 Project Email [eaaa-eval@norc.org]

**SUBJECT:** NORC Rewards - Thank You for Completing the EAAA Evaluation Survey!

Greetings [FILL NAME],

Thank you for completing the Follow-up Evaluation Survey regarding NATTC's Enhanced Assess, Acknowledge, Act (EAAA) Training.

[IF INC\_TYPE = 2 (AMAZON), DISPLAY IN EMAIL:] Steps to get your \$20 Amazon Gift Card:

1. **Copy** your security code: [XXXX-XXXX]
2. **Click** on the Redemption URL: [INSERT URL]
3. **Paste** the security code to unlock your reward (which is a Claim Code for use at checkout)

**Please note:** the Security Code above is *not* the rewards Claim Code used at checkout. Please only use the Claim Code provided on the following landing page.

[IF INC\_TYPE = 1 (NEX E-Gift Code), DISPLAY IN EMAIL:] Below is the gift card and pin number associated with your \$20 NEX e-gift card:

**Gift card #:** INSERT CODE #

**Pin #:** INSERT PIN #

Please visit the website below if you have any general questions about the NEX gift card.

<https://www.mynavyexchange.com/nex/customer-service/store-policies/>

[IF INC\_TYPE = 1 (NEX E-Gift Code) or INC\_TYPE = 2 (AMAZON), DISPLAY IN EMAIL:]

Please email the research team at [eaaa-eval@norc.org](mailto:eaaa-eval@norc.org) if you have any questions or cannot access your reward, or if you would like to be emailed additional resources for sexual assault prevention.

Thank you for participating in the EAAA Evaluation Follow-up Survey!

Very respectfully,

The EAAA Evaluation Research Team

[eaaa-eval@norc.org](mailto:eaaa-eval@norc.org)

## **EAAA Follow-Up Survey Recruitment Outreach Language: Texts**

### **1- Initial Invitation Text from NORC**

**TO:** EAAA Evaluation Follow-Up Survey Respondent Cell #

**FROM:** NORC T4 Twilio #

Hi from the EAAA NORC Evaluation Team!

Remember to complete the EAAA Follow-up voluntary survey for a \$20 gift card! This link will direct you to [norc.org](https://eaaasurvey.norc.org), a non-government website, to complete the survey.

Online at: <https://eaaasurvey.norc.org>

PIN: [PIN CODE]

### **2- Initial Invitation Text from NORC**

**TO:** EAAA Evaluation Follow-Up Survey Respondent Cell #

**FROM:** NORC T4 Twilio #

Hi from the EAAA NORC Evaluation Team!

Support the EAAA Evaluation by completing your voluntary Follow-up survey TODAY for a \$20 gift card! This link will direct you to [norc.org](https://eaaasurvey.norc.org), a non-government website, to complete the survey.

Online at: <https://eaaasurvey.norc.org>

PIN: [PIN CODE]