

Welcome Email/Video

Emails will be sent about 4 weeks after survey response is received and thank you card is mailed.

a. Parent Email

Subject: Thank you for participating in the NLSY27 — watch a short welcome video

Dear [Parent Name],

Thank you for taking part in the National Longitudinal Survey of Youth 2027 (NLSY27). We're excited to be kicking off the study with you and your [child/ren], and we appreciate your involvement.

The NLSY27 stays in contact with young people at different points over time to better understand how early experiences shape education, work, health, and life as adults. Parents play an important role in helping young people stay engaged in long-term studies like the NLSY27, particularly while they are still living at home. Your support and encouragement can help your child to see their participation as meaningful and worthwhile.

We've created a short video to welcome you to the study and explain why your involvement is so important.

Watch the welcome video: [INSERT VIDEO LINK]

As the study continues, staying in touch matters. If your child's contact information changes, you can update it anytime in the NLSY27 participant portal at [URL]. This helps ensure we can reach you when it's time for the next part of the study.

Thank you again for your time and participation! We're glad to have you involved.

Sincerely,

Keenan Dworak-Fisher

Director, National Longitudinal Surveys

U.S. Bureau of Labor Statistics

b. Youth Email

Subject: Thank you for participating in the NLSY27 — watch a short welcome video

Hi [First Name],

Thanks for taking part in the National Longitudinal Survey of Youth 2027 (NLSY27). We're excited to be kicking off the study with you!

The NLSY27 will check in with people at different points to learn what growing up is really like for your generation, and how today's world shapes your future. We made a short video to welcome you and explain why your participation matters.

Watch the welcome video: [INSERT VIDEO LINK]

Thanks for being part of something important!

Keenan Dworak-Fisher
Director, National Longitudinal Surveys
U.S. Bureau of Labor Statistics

NLSY27 Welcome Video Script

(337 words / 130 words per minute = ~2.5 minutes)

Speaker 1 (with other speakers in frame): Hi! We're the team behind the National Longitudinal Survey of Youth 2027— NLSY27 — and we're excited you decided to participate!

You're helping launch an important survey where researchers stay in contact with participants over time to document how early life experiences shape adulthood.

Speaker 2: To understand why this survey matters, think about how much the world can change in just a few decades. The last time a group of youth joined an NLSY survey was in 1997, a time when many of today's jobs and technologies—like smartphones and social media—weren't even imaginable. By staying connected with that group, researchers could see how changes shaped that generation and what growing up typically looked like.

For example, NLSY data showed that it was normal for most young people to try several jobs early in their careers to find the right path. But we don't know how your generation's experiences will be different. That's where you come in.

Speaker 3: Now imagine what the world will look like 20 or 30 years from now, and what your own path might be. By participating in the NLSY27 and staying connected, you're documenting what it's like to grow up during this time, and your participation will help future researchers and policymakers understand how today's world shapes your generation.

Only a small number of people were selected to participate in this survey. That means you're part of something special. Each young person who participates makes unique contributions to a survey that matters now and into the future. And parents and guardians, your engagement makes a long-term survey like this possible.

Speaker 1 (with other speakers in frame): The success of this survey depends on staying in touch with you—our participants, spokespeople for your generation. If

your contact information changes, please update it by logging into the NLSY27 participant portal at [URL].

Keep in mind that your participation is always voluntary, and we'll make sure you know what to expect when we reach out.

Thank you for helping tell your generation's story. We're excited to continue this journey with you.

AUDIO	VIDEO
<i>Optimistic music fades in</i>	<i>The NLSY27 logo animates on screen.</i>
<p>Speaker 1: Hi! We're the team behind the National Longitudinal Survey of Youth 2027— NLSY27 — and we're excited you decided to participate!</p>	<p><i>A team of three NLSY27 team members appear on screen, each on a branded color background. The team member in the middle (Speaker 1) speaks.</i></p> <p><i>*Each NLSY27 participant will be filmed on green screen, allowing flexibility to be placed on any desired background in the edit.</i></p>
<p>You're helping launch a survey where researchers stay in contact with participants over time to document how early life experiences shape adulthood.</p>	<p><i>Transition to only Speaker 1 in the frame. A graphic animates on screen showing their name and title.</i></p>
<p>Speaker 2: To understand why this survey matters, think about how much the world can change in just a few decades.</p>	<p><i>Transition to see only Speaker 2 in frame. A graphic animates on screen showing their name and title.</i></p>
<p>The last time a group of youth joined an NLSY survey was in 1997, a time when many of today's jobs and technologies— like smartphones and social media— weren't even imaginable.</p>	<p><i>Graphics or imagery representing 1997 animate on screen. Transition to smart phones and social media imagery of today.</i></p>
<p>By staying connected with that group, researchers could see how changes shaped that generation and what growing up typically looked like.</p>	<p><i>Transition back to Speaker 2.</i></p>

<p>For example, NLSY data showed that it was normal for most young people to try several jobs early in their careers to find the right path. But we don't know how your generation's experiences will be different. That's where you come in.</p>	<p><i>Icons representing jobs appear. Lines extend from the side of each icon and they begin to resemble data on a line chart. The lines then lead to a question mark.</i></p> <p><i>Cut back to speaker when they say, "That's where you come in".</i></p>
<p>Speaker 3: Now imagine what the world will look like 20 or 30 years from now, and what your own path might be. By participating in the NLSY27 and staying connected, you're documenting what it's like to grow up during this time, and your participation will help future researchers and policymakers understand how today's world shapes your generation.</p>	<p><i>Transition to only Speaker 1 in the frame. A graphic animates on screen showing their name and title.</i></p> <p><i>Motion graphics appear representing research, programs, and policy.</i></p>
<p>Only a small number of people were selected to participate in this survey. That means you're part of something special. Each young person who participates makes unique contributions to a survey that matters now and into the future. And parents and guardians, your involvement makes a long-term survey like this possible.</p>	<p><i>Speaker 3 talks to camera.</i></p>
<p>Speaker 1: The success of this survey depends on staying in touch—our participants, spokespeople for your generation.</p>	<p><i>Speaker 1 talks to camera.</i></p>
<p>If your contact information changes, please update it by logging into the NLSY27 participant portal at [URL].</p>	<p><i>Show screen recording that demonstrates how to navigate to and log into the portal.</i></p>
<p>Keep in mind that your participation is always voluntary and we'll make sure you know what to expect when we reach out.</p>	<p><i>Speaker 1 talks to camera.</i></p>

Thank you for helping tell your generation's story. We're excited to continue this journey with you.

Speaker 1 talks to camera with other speakers in the frame.

Bifold Postcard

Front/Outside

You're part of something special — and it's just getting started!

Inside

Thank you for taking part in the National Longitudinal Survey of Youth 2027 (NLSY27).

Because of participants like you, the study is off to a strong start. Young people from across the country have joined, and together, you're helping create a study that reflects the experiences of a new generation. You're part of a nationwide group of youth who...

- Go to different kinds of schools
- Learn in classrooms, online, or both
- Live in cities, suburbs, and rural communities
- Balance school, friends, activities, jobs, and free time

What makes the NLSY27 unique is that we stay connected with participants at different points over time. By checking in we can better understand how experiences in childhood and adolescence shape education, future jobs, health, and everyday life later on.

What's next?

Your next survey will take place in [MONTH, YEAR // in about 1-2 years]. We'll reach out ahead of time to confirm your contact information and share what to expect.

A quick reminder:

When you complete a survey, you'll receive cash or a gift card as a thank you for your time.

Only a small number of people are selected for a study like this. By participating, you're helping tell your generation's story and shaping research, programs, and policies that affect young people nationwide.

Thank you for being part of the NLSY27!

Birthday Card

Birthday cards will be sent monthly beginning 6 months after the end of R1 Pretest data collection.

2009 Version

Envelope – Bright color (i.e., not white) and ideally with a physical stamp and/or birthday sticker

Front/Outside of Card

Happy Birthday!

From the National Longitudinal Survey of Youth 2027

Inside of Card

Happy Birthday from all of us at the NLSY27!

You were born in 2009 – a year when:

- The most popular baby names included Jacob, Isabella, Ethan, Emma, Jayden, and Olivia.
- Minecraft was first released, and it went on to become one of the best-selling games of all time.
- Most people watched shows on a shared TV, so family members often had to agree on what to watch—or wait their turn—since streaming on personal devices was still just starting to take off.
- Santonio Holmes made a toe-tapping catch in the final seconds of the Super Bowl, one of the most famous plays in the history of the National Football League (NFL).

Since then, the world has changed in ways no one could have predicted. By being part of the NLSY27, you're helping to show what it's really like to grow up during this time.

Thanks for being part of something important. We hope this year brings great things your way!

Happy Birthday!

The NLSY27 Study Team

2010 Version

Envelope – Bright color (i.e., not white) and ideally with a physical stamp and/or birthday sticker

Front/Outside of Card

Happy Birthday!

From the National Longitudinal Survey of Youth 2027

Inside of Card

Happy Birthday from all of us at the NLSY27!

You were born in 2010 – a year when:

- The most popular baby names included Jacob, Isabella, Ethan, Sophia, Jayden, and Emma.
- The volcano, Eyjafjallajökull, erupted in Iceland, creating an ash cloud that forced much of air travel in Europe to be shut down—causing the biggest disruption to flights since World War II.
- Toy Story 3 was the top movie of the year.
- The New Orleans Saints won their first Super Bowl just years after the city was devastated by Hurricane Katrina, symbolizing strength, hope, and resilience.

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Thanks for being part of something important. We hope this year brings great things your way!

Happy Birthday!

The NLSY27 Study Team

2011 Version

Envelope – Bright color (i.e., not white) and ideally with a physical stamp and/or birthday sticker

Front/Outside of Card

Happy Birthday!

From the National Longitudinal Survey of Youth 2027

Inside of Card

Happy Birthday from all of us at the NLSY27!

You were born in 2011 – a year when:

- The most popular baby names included Jacob, Sophia, Mason, Isabella, Jayden, and Emma.
- Snapchat was first released. Did you know it was originally called Picaboo?
- Facebook was the most popular social media platform among teens; TikTok didn't exist yet.
- Most people watched shows on a shared TV, so family members often had to agree on what to watch—or wait their turn—since streaming on personal devices was still just starting to take off.

Since then, the world has changed in ways no one could have predicted. By being part of the NLSY27, you're helping to show what it's really like to grow up during this time.

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Happy Birthday!

The NLSY27 Study Team

2012 Version

Envelope – Bright color (i.e., not white) and ideally with a physical stamp and/or birthday sticker

Front/Outside of Card

Happy Birthday!

From the National Longitudinal Survey of Youth 2027

Inside of Card

Happy Birthday from all of us at the NLSY27!

You were born in 2012 – a year when:

- The most popular baby names included Jacob, Sophia, Mason, Isabella, Ethan, and Emma.
- Snapchat had been around for only about a year. Did you know it was originally called Picaboo?
- “Call Me Maybe” by Carly Rae Jepsen was one of the most popular songs. Lots of lip-syncing videos, including ones from the United States Olympic swimming team, Justin Bieber, the Harvard University baseball team, and even Sesame Street were uploaded to YouTube.
- Usain Bolt defended his Olympic sprint titles, becoming the first man to win the 100- and 200-meter races twice.

Since then, the world has changed in ways no one could have predicted. By being part of the NLSY27, you’re helping to show what it’s really like to grow up during this time.

Thanks for being part of something important. We hope this year brings great things your way!

Happy Birthday!

The NLSY27 Study Team

2013 Version

Envelope – Bright color (i.e., not white) and ideally with a physical stamp and/or birthday sticker

Front/Outside of Card

Happy Birthday!

From the National Longitudinal Survey of Youth 2027

Inside of Card

Happy Birthday from all of us at the NLSY27!

You were born in 2013 – a year when:

- The most popular baby names included Noah, Sophia, Jacob, Emma, Liam, and Olivia.
- Facebook was the most popular social media platform among teens; TikTok didn't exist yet.
- *Frozen* was a top movie, and the song, "Let It Go" was stuck in everyone's head.
- A power outage during Super Bowl XLVII in New Orleans halted the game for more than 30 minutes, turning the "Blackout Bowl" into one of the most talked-about sports events of the year.

Since then, the world has changed in ways no one could have predicted. By being part of the NLSY27, you're helping to show what it's really like to grow up during this time.

Thanks for being part of something important. We hope this year brings great things your way!

Happy Birthday!

The NLSY27 Study Team

2014 Version

Envelope – Bright color (i.e., not white) and ideally with a physical stamp and/or birthday sticker

Front/Outside of Card

Happy Birthday!

From the National Longitudinal Survey of Youth 2027

Inside of Card

Happy Birthday from all of us at the NLSY27!

You were born in 2014 – a year when:

- The most popular baby names included Noah, Emma, Liam, Olivia, Mason, and Sophia.
- Facebook was the most popular social media platform among teens; TikTok didn't exist yet.
- The Ice Bucket Challenge went viral, with millions of people—including celebrities such as LeBron James and Taylor Swift—dumping ice water on themselves to raise awareness for ALS (also known as Lou Gehrig's disease).
- *Frozen* was a top movie, and the song, "Let It Go" was stuck in everyone's head.

Since then, the world has changed in ways no one could have predicted. By being part of the NLSY27, you're helping to show what it's really like to grow up during this time.

Thanks for being part of something important. We hope this year brings great things your way!

Happy Birthday!

The NLSY27 Study Team

2015 Version

Envelope – Bright color (i.e., not white) and ideally with a physical stamp and/or birthday sticker

Front/Outside of Card

Happy Birthday!

From the National Longitudinal Survey of Youth 2027

Inside of Card

Happy Birthday from all of us at the NLSY27!

You were born in 2015 – a year when:

- The most popular baby names included Noah, Emma, Liam, Olivia, Mason, and Sophia.
- Facebook was the most popular social media platform among teens; TikTok didn't exist yet.
- Matt "Megatoad" Stonie became the international hot dog eating champion at Coney Island by eating 62 hot dogs and buns in 10 minutes.
- *Star Wars: The Force Awakens* was the top movie of the year.

Since then, the world has changed in ways no one could have predicted. By being part of the NLSY27, you're helping to show what it's really like to grow up during this time.

Thanks for being part of something important. We hope this year brings great things your way!

Happy Birthday!

The NLSY27 Study Team