

## Navy Quarterly Brand and Opinion Survey: Email Invitations and Reminders

### **INITIAL EMAIL**

**Subject:** New Gallup Panel Survey – World Affairs and National Security Survey

Dear FIRST NAME,

Thank you for being a valued member of the Gallup Panel.

We have an important survey that aims to understand your opinions on world issues and national security.

To thank you for your time, we will send those who qualify for the survey a \$3 reward (300 points) to your Gallup Panel member website when you complete the survey.

You can also view and redeem your rewards on the Gallup Panel App!

Take Survey

As with all Gallup Panel surveys, your participation is voluntary, and your responses are confidential. Gallup will never share your responses in a way that could identify you.

Don't forget, you can go to the Gallup Panel member website to view available surveys and to view and redeem your rewards. If you haven't logged into your Gallup Panel member website or app yet, please use this link to set up your password: <https://panel.gallup.com/reset-password>.

Want quick access to your surveys and points?

Download the free Gallup Panel app from Google Play or the Apple App Store and receive helpful notifications when new surveys are ready for you!

Gallup Panel Logo

If you need assistance completing this survey or have other questions about the Gallup Panel, please contact Gallup Panel Support by sending an email to [galluppanel@gallupmail.com](mailto:galluppanel@gallupmail.com) or by calling 1-888-297-8999. Support is available Monday-Friday 7:00 a.m.-7:00 p.m. Central Time.

Thank you for being part of the Gallup Panel! We appreciate you!

Sincerely,

Jenny Marlar

Panel Director

Your participation is completely voluntary and not at the direction or control of Gallup. Any incentive you receive is not calculated based upon the time spent in completing the survey or any hourly rate. It is merely a token of our appreciation in you voluntarily sharing your opinions.

## **REMINDER EMAIL**

**Subject** Do you want to help the research community? Take this brief Gallup survey today!  
:

Dear FIRST NAME,

We recently invited you to participate in Gallup's global affairs and national security survey.

By taking this survey, you will help us learn how the American military can best serve the American public. We've heard from other panelists, but we haven't heard from you yet.

To thank you for your time, we will send those who qualify for the survey a \$3 reward (300 points) to your Gallup Panel member website when you complete the survey.

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### Take Survey

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Panel Director

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## **FINAL REMINDER EMAIL**

**Subject:** Don't Forget to Share your opinions with Gallup! Take this brief survey today

Dear FIRST NAME,

We recently sent you an invitation to participate in Gallup's global affairs and national security survey, and it's closing soon.

We've heard from other panelists, but we haven't heard from you yet. By taking this survey, you will help us learn how the American military can best serve the American public.

To thank you for your time, we will send those who qualify for the survey a \$3 reward (300 points) to your Gallup Panel member website when you complete the survey.

You can also view and redeem your rewards on the Gallup Panel App!

Take Survey

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Sincerely,

Jenny Marlar

Panel Director

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