

## Topics to include in a Pre-Survey Letter

√ to Include	Content	Example										
	Greeting	Dear Sir or Madam:										
	Who (Identify organization and connection to the subject of the survey)	The (Name of Organization) sponsors the (name of service/s) services that you receive.										
	What you will be doing	We would like to get your opinions about how well these services meet your needs. We will be conducting telephone interviews										
	When	During (November) or from (date to date)										
	Why	In order to (better understand your feelings and concerns) about (subject of survey).										
	Possible limitations	Only a few of the people receiving this letter will be called.										
	Invite participation	If your name is selected, an interviewer may call you to talk about the service.										
	Length of time	These questions will take about (amount of time) minutes.										
	Value of participation	Your participation in the survey will help us make sure that the services provided are of the best possible quality.										
	Encourage participation	We think that you will find the survey interesting and uncomplicated.										
	Give example of question and response alternatives	An example of the type of question we will be asking follows: <i>Do you help pick the people who are paid to help you?</i> Yes No Unsure										
	You may include a response alternative card for the respondent can refer to when answering questions	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Yes, definitely</td> <td>Yes, I think so</td> <td>Maybe yes, maybe no</td> <td>No, I don't think so</td> <td>No, definitely not</td> </tr> </table>	1	2	3	4	5	Yes, definitely	Yes, I think so	Maybe yes, maybe no	No, I don't think so	No, definitely not
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Yes, definitely	Yes, I think so	Maybe yes, maybe no	No, I don't think so	No, definitely not								
	Emphasize value of participation	The Department values your input and this survey will help us learn how to improve services provided to you.										
	Assure confidentiality	<b>This is a confidential interview.</b>										
	Assure services will not be affected by participation	Your name will not be used in any way and WILL NOT be shared with your service provider. While participation is not required, it is greatly welcomed. Your decision to participate will not affect your receiving services.										
	For Questions about Survey	If you have questions about this survey, you may call (name) at (555) 555-5555 at the (name of organization).										
	If no answer . . .	You may leave a message if (s)he is unavailable and someone will get back to you.										
	Thank for participation	Thank you for your participation.										
	Closing	Sincerely,										
	Signature, name and title											