

Appendix B:
Examples of Survey Recruitment Letter and Postcards

Exhibit 1: Invitation Letter for Wake County Residents



Center for Environmental and Resource
Economics Policy (CEnREP)
College of Agricultural and Life Sciences

Campus Box 8109
4328 Nelson Hall
Raleigh, NC 27695-8109

[Date]

[Address]

[City, State, Zip]



Dear Wake County Resident:

I am writing to invite your household to participate in an **important survey study** by researchers at NC State University. The study is about local issues facing Wake County. Your opinions will be shared with county officials to help them with future decisions.

Only 4,200 households in Wake County have been scientifically selected to participate. So, it is critical to the study's success that one adult (age 18 or older) from your household complete the survey.

The online survey is easy to get to:

1. Enter go.ncsu.edu/wake into the address bar at the top of your web browser (**NOT** in your search engine like Google or Bing).
2. Enter this code: **XXXXXXX**

The survey should take about 15 minutes. It is most easily viewed on a computer or tablet, but a smartphone can also be used.

Your household's participation is voluntary, and your identity will be kept confidential.

Most people find the study interesting, and we think you will too!

Sincerely,

Dr. Roger H. von Haefen, Ph.D.
Professor & CEnREP Associate Director
cenrep_survey@ncsu.edu
(919) 515-8946

Exhibit 2. Initial Reminder Postcard for Wake County Residents

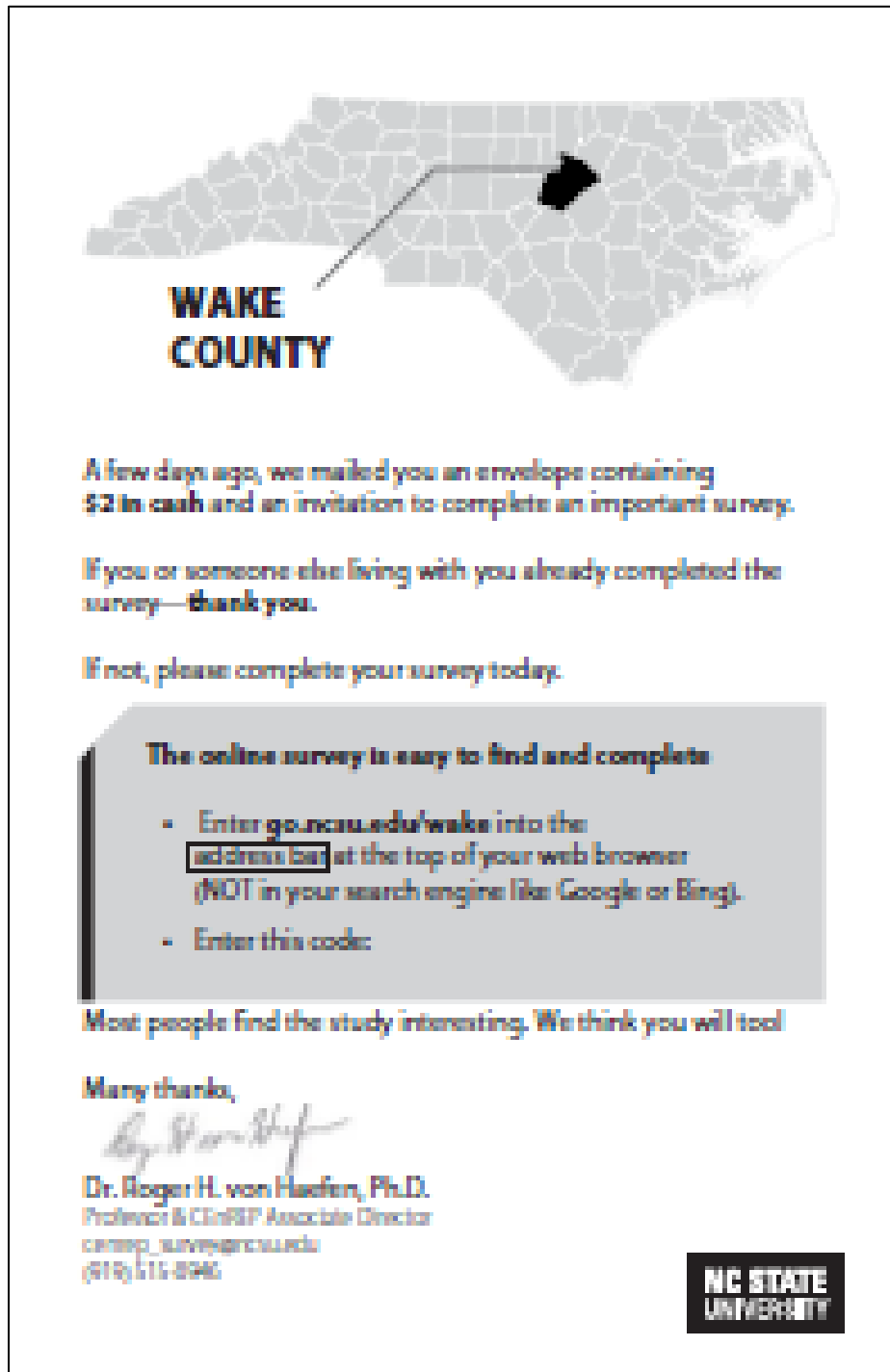
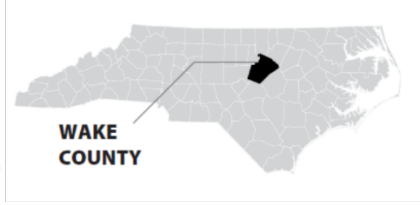


Exhibit 3. Final Reminder Postcard (with Completion Incentive) for Wake County Residents

We need **your** help!

Your opinions and confidential input are needed for our Wake County research study.

Complete the 15-minute internet survey by **April 20th** and we will send you a **\$20 gift card.**




WAKE COUNTY

The survey is easy to find and complete.

- Enter **go.ncsu.edu/wake** into the at the top of your web browser (NOT in your search engine like Google or Bing).
- Enter this code:

Many thanks,



Dr. Roger H. von Haefen, Ph.D.
Professor & CEnREP Director
cenrep_survey@ncsu.edu
(919)515-8946

Most people find the survey interesting. We think you will too!