

CHECKLIST

Cover Letter to Survey Respondents

When writing a cover letter to survey respondents, remember the following:

- Explain the purpose of the study.
- Describe who is sponsoring the study.
- Consider sending an advanced letter.
- Consider using other methods such as newsletters or flyers to publicize the study.
- Include a cover letter with a questionnaire.
 - ___ Use letterhead.
 - ___ Date the letter and be consistent with the actual date of the mailing or administration.
 - ___ Provide a name and phone number for the respondent to contact for further information.
 - ___ Personalize the salutation, if feasible.
 - ___ Maximize the attractiveness and readability of the letter.
- Explain how the respondents were chosen and why their participation is important.
- Explain when and how to return the questionnaire.
- Describe incentives, if used.
- Directly or indirectly provide a realistic estimate of the time required by the average respondent to complete the questionnaire.
- Explain how the confidentiality of the respondents' data will be protected.
- Determine whether and how a deadline date will be provided for returning the questionnaires.