

# Outbound Emails – Suggested Language

**Outbound message #1, requesting cooperation;**

**Deployment date: June 13, 2023**

Sender Line: [Organization Name]

Subject Line: Requesting your help with a survey [we are open to other subject lines that would lead to higher click-through rates]

Dear [FNAME],

With every year, we strive to gain a better understanding of our audience – who buys tickets, who accompanies them to our programs, why they come, and how similar or different they are from the larger community we serve.

Would you take a few minutes to complete a survey for [organization]?

We cannot be successful unless we know who we serve. This basic information is incredibly helpful both internally and to our funders and other supporters.

Your responses are anonymous.

Our privacy policy is available [here](https://www.audienceoutlookmonitor.com/privacy-policy). This is strictly research – no sales or fundraising is involved.

After completing the survey, you’ll be redirected to a webpage with selected results, so that you might compare your answers with those of other survey takers.

Thank you in advance for your consideration.

[embed link:] **Here’s the link**.

Sincerely,

[Name]

[Title]

P.S. If the above link to the survey is not active, please cut and paste the following link into your browser address line: [insert link]

**Outbound message #2, reminder message**

**Deployment date: June 16, 2023**

Sender Line: [Organization Name]

Subject Line: Last chance to participate in an important survey

Dear [FNAME],

I contacted you several days ago with a request to take an important survey.

Would you consider participating? Time is of the essence, as the survey closes on Monday night.

The questions explore your background and are quite straightforward.

Your answers would be extremely helpful to [organization]. No sales or fundraising is involved.

[embed link:] **Here’s the link**.

Sincerely,

[Name]

[Title]

P.S. If the above link to the survey is not active, please cut and paste the following link into your browser address line: [insert link]