

The cover letter should include the following components:

- Date mailed
- Recipient address
- What study is about
- Why recipient is important
- Promise of confidentiality
- Usefulness of study
- Reward for participation (coupons, entry in giveaway contest, etc.)
- What to do if questions arise
- Appreciation
- Personal signature
- Sender's title

Second Mailing

The second mailing will serve two purposes: for those who have responded, it is a thank you. For those who have not responded, it will be a friendly and courteous reminder. This mailing, which should be sent one week after mailing the first one, is simply a postcard containing the following information:

- Date mailed
- Tie to previous letter
- Thanks to early responders
- Why recipient is important
- Invitation to get replacement questionnaires
- Personal signature in different color than typewritten portion
- Sender's title

Third Mailing

The third mailing only is sent to recipients who have not yet returned their questionnaires. It should be sent three weeks after the first mailing and should include a revised cover letter, a replacement questionnaire and another pre-addressed, stamped return envelope. The cover letter for the third mailing should be shorter than original and should inform non-respondents that their questionnaire has not been received but is still desired. It should follow the guidelines below:

- Date mailed
- Recipient's address
- Tie to previous communication
- Usefulness of study
- Why recipient is important
- Who should complete it
- Appreciation
- Personal signature in different color than typewritten portion
- Sender's title

Questionnaires have the potential to be useful tools in obtaining customer information. However, recipients must be motivated to complete and return the questionnaires in order for your company to reap the benefits of this information. Writing the cover letter and questions carefully and adhering to the mailing schedule described above will enhance results received from your questionnaire.

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... and justice for all

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