

# End of Assignment: Initial Email Invitation

From: [Brand] Checking-in  
Subject: [Brand] – Short Survey

Hi [first name]:

I would love to learn more about your experience on your most recent assignment. Please take a few minutes to complete our 8-question survey.

**Please click the following link now to begin the survey:**

[link]

(Please note: If you have problems loading the survey, you may also copy the entire link into your web browser.)

You're busy! So to thank you for taking the time to share your comments, **you will be entered into a drawing for a \$XXX VISA gift card.** Your candid feedback helps us discover ways to improve the service we provide you.

Thank you in advance for your time.

Sincerely,

[Email\_signature\_name]  
[Email\_signature\_title]

This survey was sent to you by Inavero on behalf of [Brand]. If you have any questions or problems with the survey, please contact Inavero at 800-921-2640, or by email at survey@inavero.com.

Please read our Privacy Policy and Official Drawing Rules. To unsubscribe from all future surveys conducted by Inavero, please click here:  
[unsubscribe link]

Incentives are optional and managed by your company. We suggest adding one if possible, it does increase response rate. The incentive can be anything from a VISA gift card, to a donation to a charity, we've even seen clients give away an iPad.

Typically a visa gift card is between \$100-\$300 and donation are between \$150-\$500.