

## Appendix C2: CFR Follow-Up Survey Recruitment Emails

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## CFR Follow-Up Survey Recruitment Emails – USA announcements

### Follow-up Announcement Email from [USA Personnel] to Participating Companies in CFR Evaluation

NORC provided this template for USA personnel's emails to soldiers. Slight adaptation may be present for each USA personnel to relate to soldier population.

**To:** CFR Evaluation participants

**From:** [USA Personnel]

**CC:** [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org)

**Subject:** NORC CFR SURVEY - Your Participation is Important

#### Ft. Leonard Wood OSUT MP Soldiers (Company XX):

I'm writing about an upcoming voluntary survey designed to inform the Coaching for Resilience (CFR) program. This CFR Follow-Up Survey is being conducted by NORC at the University of Chicago. It will be very helpful to get your opinion so the program can improve.

**Everyone who completes and submits the survey by [SURVEY DUE DATE] will receive [INSERT INCENTIVES DETAILS].**

*We could use everybody's help with this.* Be on the **look-out for an email from NORC ([ArmyResilience@norc.org](mailto:ArmyResilience@norc.org))**, a research firm administering the survey. It's completely confidential and very necessary to assess the effectiveness of the CFR program.

Thank you for your help with this!

V/r,

[USA Personnel]

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### Follow-up "Survey Open" Email from [USA Personnel] to Participating Companies in CFR Evaluation

NORC provided this template for USA personnel's emails to soldiers. Slight adaptation may be present for each USA personnel to relate to soldier population.

**To:** CFR Evaluation participants

**From:** [USA Personnel]

**CC:** [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org)

**Subject:** NORC CFR SURVEY – Counting on Soldiers

#### Ft. Leonard Wood OSUT MP Soldiers (Company XX):

Per **[USA Personnel's]** email on **[INSERT DATE]**, the voluntary CFR Follow-Up Survey is open. It's completely confidential and very necessary to assess the effectiveness of the program.

**Everyone who completes and submits the survey by [SURVEY DUE DATE] will receive [INSERT INCENTIVES DETAILS].**

If you have completed it – thanks for helping out. If you have not, **look for email from [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org)** to access the survey directly. It will be very helpful to get your opinion so the CFR program can improve.

We could use everybody's help with this.

Thank you for your help with this!

V/r,

[USA Personnel]

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### Follow-up Reminder Email from [USA Personnel] to Participating Companies in CFR Evaluation

NORC provided this template for USA personnel's emails to soldiers. Slight adaptation may be present for each USA personnel to relate to soldier population.

**To:** CFR Evaluation participants

**From:** [USA Personnel]

**CC:** [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org)

**Subject:** NORC CFR SURVEY – Counting on Soldiers

#### Ft. Leonard Wood OSUT MP Soldiers (Company XX):

Briefly, I'd like to remind you that the voluntary CFR Follow-Up Survey is open. It's completely confidential and very necessary to assess the effectiveness of the program.

**Everyone who completes and submits the survey by [SURVEY DUE DATE] will receive [INSERT INCENTIVES DETAILS].**

If you have completed it – thanks for helping out. If you have not, **look for email from [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org)** to access the survey directly. It will be very helpful to get your opinion so the program can improve.

We could use everybody's help with this.

Thank you for your help with this!

V/r,

[USA Personnel]

## CFR Follow-Up Survey Recruitment Emails – NORC recruitment

### Initial Follow-Up Survey Link – CFR Group

**To:** CFR participants

**From:** [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org)

**Subject:** Army's Coaching for Resilience Program Follow-up Survey – Your Participation is important

Greetings,

A few months ago, you completed the baseline survey to evaluate the Army's **Coaching for Resilience (CFR) pilot**. To complete the program evaluation, please take the **Follow-Up Survey**.

**You can access the survey using the link provided here:**

[INSERT SURVEY LINK]

Soldiers who participate will receive [INSERT INCENTIVES DETAILS].

**Please complete the survey by [INSERT DATE]**. This voluntary survey will take about **15 minutes** to complete, and your participation is confidential. All responses will be stored separately from your personally identifying information. No one in your chain of command will see your responses.

If you encounter any problems as you complete the survey, please email [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org) for assistance.

Thank you in advance for your participation and for your responses!

Sincerely,

Elizabeth Mumford, Ph.D.  
NORC at the University of Chicago

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### Reminder Follow-up Survey Link – CFR Group

**To:** CFR participants

**From:** [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org)

**Subject:** Reminder: Please complete Army's CFR Program Follow-up Survey

Greetings,

We recently invited you to participate in the **Follow-Up survey** about your experience in the Army's **Coaching for Resilience** program. This follow-up survey asks similar questions as the baseline survey you completed during BCT a couple months ago.

**You can access the survey using the link provided here:**

[INSERT SURVEY LINK]

Soldiers who participate will receive [INSERT INCENTIVES DETAILS].

**Please complete the survey by [INSERT DATE].** This voluntary survey will take about **15 minutes** to complete, and your participation is confidential. All responses will be stored separately from your personally identifying information. No one in your chain of command will see your responses.

If you encounter any problems as you complete the survey, please email [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org) for assistance.

Thank you in advance for your participation and for your responses!

Sincerely,

Elizabeth Mumford, Ph.D.  
NORC at the University of Chicago

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### Initial Follow-up Survey Link – Non-CFR Group

**To:** Non-CFR participants

**From:** [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org)

**Subject:** Army's Coaching for Resilience Program Program Follow-up Survey – Your Participation is important

Greetings,

A few months ago, you completed the baseline survey to evaluate the Army's **Coaching for Resilience (CFR) pilot**. To complete the program evaluation, please take the **Follow-Up Survey**.

**You can access the survey using the link provided here:**

[INSERT SURVEY LINK]

Soldiers who participate will receive [INSERT INCENTIVES DETAILS].

**Please complete the survey by [INSERT DATE].** This voluntary survey will take about **15 minutes** to complete, and your participation is confidential. All responses will be stored separately from your personally identifying information. No one in your chain of command will see your responses.

If you encounter any problems as you complete the survey, please email [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org) for assistance.

Thank you in advance for your participation and for your responses!

Sincerely,

Elizabeth Mumford, Ph.D.  
NORC at the University of Chicago

## Reminder Follow-up Survey Link – Non-CFR Group

**To:** Non-CFR participants

**From:** [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org)

**Subject:** Reminder: Please complete Army's CFR Program Follow-up Survey

Greetings,

We recently invited you to participate in the **Follow-Up survey** to complete the program evaluation for the Army's **Coaching for Resilience** program. This follow-up survey asks similar questions as the baseline survey you completed during BCT a couple months ago.

**You can access the survey using the link provided here:**

[INSERT SURVEY LINK]

Soldiers who participate will receive [INSERT INCENTIVES DETAILS].

**Please complete the survey by [INSERT DATE].** This voluntary survey will take about **15 minutes** to complete, and your participation is confidential. All responses will be stored separately from your personally identifying information. No one in your chain of command will see your responses.

If you encounter any problems as you complete the survey, please email [ArmyResilience@norc.org](mailto:ArmyResilience@norc.org) for assistance.

Thank you in advance for your participation and for your responses!

Sincerely,

Elizabeth Mumford, Ph.D.  
NORC at the University of Chicago

## ETAC T1 Twilio Text Message Setup Information

### Campaign Description

This campaign sends up to two text messages to sampled individuals to remind them to complete an evaluation follow-up survey. After receiving the first text, individuals who still have not completed the survey will be sent a second reminder text. Text messages will include a follow-up survey link.

### Sample Message 1

This is NORC at the University of Chicago.

[SURVEY LINK]

Missed our email? Your CFR Follow-Up survey needs completion.  
Complete today for a \$30 gift card!

### Sample Message 2

Hello, this is NORC at the University of Chicago.

[SURVEY LINK]

FINAL REMINDER: Complete the CFR Follow-Up survey TODAY for a \$30 gift card!

### Sample Message 3

This is NORC at the University of Chicago.

[SURVEY LINK]

Missed our email? Your CFR survey needs completion.  
Complete today for a \$30 gift card!

### Sample Message 4

Hello, this is NORC at the University of Chicago.

[SURVEY LINK]

FINAL REMINDER: Complete the CFR Follow-Up survey TODAY for a \$30 gift card!

### Message Contents

Message will include embedded links.

## **How do end-users consent to receive messages?**

End-users consent to receive messages by checking a box and providing their phone numbers in an online survey at baseline. By checking the box, respondents agree to allow NORC to text them with the link to the follow-up survey using an automated text system. Upon providing consent, respondents will be informed that standard messaging and data rates may apply, that messaging frequency may vary, and that NORC will not share, sell, or otherwise use their number unless given permission. Additionally, respondents will be informed that they can reply STOP to opt out of receiving texts at any time or reply HELP for help.

## **Opt-in Keywords**

N/A

## **Opt-in Message**

You have opted in to receive texts for the CFR follow-up survey. Please expect a link to the survey in 90 days. Reply STOP to opt out of texts.

## **Opt-out Message**

You have successfully opted out of text messages. You will not receive any more messages from this number.

## **Opt-Out Keywords**

STOP, UNSUBSCRIBE, CANCEL, STOPALL, END, QUIT

## **Help Message**

Reply STOP to opt out of text messages. Message and data rates may apply.

## **Help Keywords**

HELP, INFO