**E-mail Invitation Template**

Subject line: Let us know how we’re doing!

Dear Student,  
  
You have been randomly selected by College University to complete a survey about topics that are relevant to you and your peers. This national survey of college students will provide College University with feedback on your experiences. Data collected from this project will be used by administrators to make informed decisions about programming and/or policies.  
  
Upon completion of the survey, you will have the option to enter a drawing for **an iPad mini**.

The survey is voluntary and will take you approximately 10-15 minutes to complete. Please note that all of your responses will be kept completely confidential and all resulting data will only be reported in the aggregate. By clicking on the link below you are indicating your willingness to participate in the survey.   
  
**Insert Survey Link Here**  
  
Please note that if you cannot complete the survey in one sitting you can pick up where you left off previously by clicking on the link above. As such, please refrain from deleting this email until you have completed the survey.

Thank you in advance for your participation! If you have any specific questions about this survey, please contact NAME and EMAIL ADDRESS.

Sincerely,

NAME/OFFICE/SIGNATURE