

Dual Mode Implementation Procedures

Internet Implementation		USPS Implementation	
Implementation Mailings	Recipient: & Recommended Send-Date Time line & Actual	Implementation Mailings	Recipient: & Send-Date Time line
Short, personal E-mail for pre-survey notice	All: T – 3 days *	Short, personal letter for pre-survey notice	All: T – 7 days
Personal ‘cover-letter’ E-mail message with respondent-specific link to on-line survey	All: T	Personal cover letter with questionnaire and preaddressed, postage-paid, return envelope	All: T
Follow-up & thank-you /reminder E-mail	Nonrespondents: T + 3 days	Follow-up & thank-you /reminder postcard	All: T + 3 to 7 days
Contingent follow-up E-mail with more urgent appeal	Nonrespondents: T + 5 to 7 days		
Replacement questionnaire sent via USPS with personal cover letter expressing more urgent appeal (no incentive included)	Nonrespondents: T + 10 to 14 days (or when response rate begins to drop off)	Replacement questionnaire sent with cover letter expressing more urgent appeal (no incentive included)	Nonrespondents: T + 14 to 28 (or when response rate begins to drop off)
Final contact using E-Mail	Nonrespondents: T + 28 to 42 days	Final contact using USPS Mail	Nonrespondents: T + 42 to 56

* T = day the questionnaire is mailed