**Suggested Reminder Cadence & Example Language**

During the time the survey is open, we recommend sending 2-3 reminders to participants who have not yet completed the survey. To maximize response rates, it’s crucial that these reminders come from a high-level sponsor within the client organization.

Below, we’ve provided example reminder messages that you can customize as needed. Each reminder is designed to be brief and to convey increasing urgency as the survey deadline approaches.

**Reminder #1 - Send 3 - 4 Business Days After Initial Launch**

Your feedback is important to <Company Name>. Please take a moment to complete this survey no later than <due date>.

Click here to participate: <survey link>

For more information, please see my original note below.

Best regards,

<Sponsor Name>

<Sponsor Title>

### **INSERT COPY OF INITIAL EMAIL INVITATION HERE**

**Reminder #2 - Send 2 Business Days After First Reminder**

The deadline to provide your feedback for *Negotiating With Suppliers* is just around the corner. Please take a few minutes today to complete the survey.

Click here to participate: <survey link>

Best Regards,

<Sponsor Name>
<Sponsor Title>

**Reminder #3 - Final Reminder**

**URGENT REMINDER**

This is a final reminder to complete this survey before <due date>.

If you take 10-15 minutes now, your voice will be heard. You can share a story about your use of *Negotiating With Suppliers* and let us know which details need more clarification or practice.

Here is the link to complete: <survey link>

Best Regards,

<Sponsor Name>
<Sponsor Title>

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