APG Survey Emails (2)

Confirmation

Copy Decks

V1.1

2/3/17

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# Notes

Any text with <carets> in the copy indicates a string from a database!

Highlighted copy indicates additional suggestions

# APG Survey

Series of 2 emails sent conditionally

## Survey Email Copy #1

From: Veterans Experience Office

Subject Line

Option 1: Your recent experience with VA

Option 2: VA Survey - 1 minute

Option 3: Tell us how you feel about VA

<h1>Tell us about your recent experience.<h1>

Dear <FirstName>,

The Department of Veterans Affairs is working to consistently deliver the care and services that you deserve and need. I'd like to personally invite you to share your recent VA experience with us. We estimate this survey will take less than a minute.

Think about your most recent experience with the Department of Veterans Affairs (including healthcare, benefits programs, or memorial services).

Please tell us how you feel about the following statement:

**I trust VA to fulfill our country’s commitment to Veterans.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 🔘 | 🔘 | 🔘 | 🔘 | 🔘 |
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree |  |  |  | Strongly Agree |

Thank you for sharing your feedback.

Thomas Allin

Chief Veterans Experience Officer

Veterans Experience Office

Please do not “Reply” to this message.

This survey expires on <date> so please respond soon

Should you have any problems accessing or completing the survey, please email <email>. You received this email because you provided your email address to VA.

[Unsubscribe from future VA Surveys](#_ub97c2tnnn9v) | Privacy Policy | [VA Privacy Policy](https://www.va.gov/privacy/)

## Survey Copy Reminder Email (#2)

From: Veterans Experience Office

Subject Line

Option 1: Your recent experience with VA - A Reminder

Option 2: Reminder - VA Survey - 1 minute

Option 3: A second opportunity to tell us how you feel about VA

Dear <FirstName>,

We're awaiting your opinion about your most recent experience with VA. It will take less than a minute to complete our survey.

Please tell us how you feel about the following statement:

**I trust VA to fulfill our country’s commitment to Veterans.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 🔘 | 🔘 | 🔘 | 🔘 | 🔘 |
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree |  |  |  | Strongly Agree |

Thank you for sharing your feedback.

Thomas Allin

Chief Veterans Experience Officer

Veterans Experience Office

Please do not “Reply” to this message.

This survey expires on <date> so please respond soon

Should you have any problems accessing or completing the survey, please email <email>. You received this email because you provided your email address to VA.

[Unsubscribe from future VA Surveys](#_ub97c2tnnn9v) | Survey Privacy Policy | [VA Privacy Policy](https://www.va.gov/privacy/)

## Survey Confirmation

Thank you for sharing your feedback. You will be directed momentarily to [Vets.gov](https://www.vets.gov/) where you can explore benefits, resources and information at VA.

If you are not redirected, please visit [Vets.gov](https://www.vets.gov/).

## [Unsubscribe Confirmation](#_ub97c2tnnn9v)

We are sorry to see you go!

We will remove your email from our survey invitation list.

## Expired Survey Copy (When the Medallia Survey is Expired)

# 

2 suggestions

1)Tighten the message:

The survey has expired.

2)Provide an opportunity for respondents to follow up.

This survey has expired. If you would like an opportunity to provide feedback about your experience at VA, please visit [open survey URL] or contact your local VA.