Initial Contact Email Text

Hello,

I am a PhD Candidate at the University of Colorado Boulder. I am working on a book project that seeks to examine the use of color in politics and its potential effects on voters. As part of this project, I am looking to understand the use of yard signs in campaign branding.

I doubt any choice about branding matters are not strategic choices, but I wanted to hear from the folks on the ground about what goes into their decisions. I was hoping you'd be able to answer a couple of questions for me (that I hope are quick enough).

I will send my questions in a follow-up email. Before I send an email with my questions, I want to ensure that you are aware of your rights as an interviewee in my study. I have included a document laying out those rights. Would you respond to this email indicating (1) that you have read the attached document of your rights as an interviewee in the study and (2) that you are willing for me to anonymously quote you in my write-up of the project? There is no guarantee that I will quote you in my write-up, but I would like to receive confirmation that you are okay with it in case I am unable to paraphrase your response.

Very respectfully,

Damon

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