

## Email survey invitation to non-INTERVAL donors

Version 1.1, 9 May 2016

*Subject:* We would love to hear your thoughts!

# Your feedback is needed!

Dear <first name>, ,

Donor ID: XXXXXXXXX

Thank you for your support as a blood donor.

We are currently working in collaboration with researchers from the University of London to review and improve the service we offer to our donors.. This research is part of the Health Economic Modelling of Blood Donation project (HEMO).

We would like to invite you to complete a short survey, which will take about 10 minutes to complete. <[Please click here to take the survey](#)>.

The feedback you and other donors provide will help us make future decisions about our service.

Thank you for your assistance.

**Yours sincerely,**

**Dr Gail Miflin MA FRCP FRCPATH**

**Associate Medical Director, – Blood Donation**

*Subject: Reminder that we would love your feedback!*

## **We really need your feedback!**

Dear<first name> ,

Donor ID: XXXXXXXXXX

Thank you for your support as a blood donor.

We would like to remind you that you have been invited to to complete a short survey:

<[Please click here to take the survey](#)>.

We are currently working in collaboration with researchers from the University of London to review and improve the service we offer to our donors. This research is part of the Health Economic Modelling of Blood Donation project (HEMO). The feedback you and other donors provide will help us make future decisions about our service.

The survey will be open for 3 days.

Thank you for your assistance.

**Yours sincerely,**

**Dr Gail Miflin MA FRCP FRCPATH**

**Associate Medical Director– Blood Donation**

Ps. If you have already completed the survey, thank you very much for your feedback and please ignore this email.