

Email survey invitation for ex-INTERVAL participants

Version 1.0, 22 September 2016

Subject: We would love to hear your thoughts!

Your feedback is needed!

Dear <first name>, ,

Donor ID: XXXXXXXXXX

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.

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

Medical and Research Director, NHS Blood & Transplant

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

We really need your feedback!

Dear<first name> ,

Donor ID: XXXXXXXXX

Thank you for your support as a blood donor.

We would like to remind you that you have been invited 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. 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

Medical and Research Director, NHS Blood & Transplant

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