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**Strategic National Arts Alumni Project**

**Pre-Survey Announcement Template**

SNAAP will contact your alumni up to a total of five times throughout the administration of the survey. However, **we recommend you send a pre-survey announcement message directly to your alumni, prior to the survey** **administration**. Sending a pre-survey announcement may increase your alumni response rates, as this message is coming directly from your institution and may help alumni recognize recruitment emails when they receive them from SNAAP in the fall. Please see a sample pre-survey announcement message below.

In addition to the pre-survey announcement message, we recommend you send promotional messages to you alumni prior to and during the survey. Please see the [Promoting SNAAP to Your Alumni](https://snaaparts.org/participants/promote-to-alumni) page for helpful tips on crafting these messages.

**Sample Pre-Survey Announcement Template**

Dear FName,

[SCHOOL NAME] is partnering with the [Strategic National Arts Alumni Project (SNAAP)](https://snaaparts.org/) to learn about how studying the arts has influenced your life and career. The information we gather will be used to strengthen our program here, and help other arts educators across the country better meet the needs of their students.

The SNAAP survey is offered only to participating institutions and their graduates. **Your invitation to participate in the survey will arrive via email in October 2022**, and you’ll simply need to click through to the survey to tell us about your experiences.

Your input will help shape the future of arts education throughout the US, including those following in your footsteps here at [SCHOOL SHORT NAME].

Look for your invitation arriving soon. And thanks in advance for your participation.

Sincerely,

School Signatory