**Subject Line: [Recommended: 41 characters, or 7 words]**

**Preheader: [Recommended: 40 to 100 characters]**

[Personalized: First Name],

The research team at (your organization) is conducting research with nurses like you to understand (fill in purpose of study).

Add a couple of sentences as rationale.

**Research Project Goals**

Add a couple of goals.

**The Survey’s Purpose**

We are seeking to better understand: (add bullet points)

**How You Can Help**

We are inviting you to help with this research. Please complete this short survey, 5 – 10 minutes.

**[BUTTON FOR SURVEY HERE]**

You have been randomly selected from our list of clinician members to participate. Your participation is entirely voluntary. This is an opportunity for the voice of nurses to be heard and drive improvements in patient care. (include any incentive notice, if applicable.)

**Project & Survey Details**

Further details about the survey and the project as well as the survey itself can be found here [link to survey]. Opening the survey does not commit you to participate in this project.

The Principal Investigator for this project is (fill in PI name) If you have additional questions, you may reach (PI name) via email: (PI email).

Thank you for your consideration.