

Appendix TT
Email Message Sent to Main Respondents

Date 2004

Dear Recipient,

I am writing to confirm that you recently received a Federal Express package that contained a letter from me. As my letter explained, your participation in the 2003 Survey of Small Business Finances is critical. For the study to succeed in helping ensure equal access to credit for all U.S. small business owners, we need your help.

The fact is that we need you to participate in this legitimate, scientific and confidential study sponsored by the United States Federal Reserve Board.

As a token of our appreciation, you will receive a check for \$100 for completing the main interview. Or, if you prefer, you can choose the Dun and Bradstreet Small Business Solutions information package, which retails for \$199.

To learn more about how this study will benefit small businesses, and why your participation is so important, please visit www.norc.uchicago.edu/ssbf or www.federalreserve.gov/ssbf.

We look forward to your input to this invaluable study that helps U.S. small businesses grow stronger and more competitive. Please expect a phone call in the next few days, if you have not already received a call, from one of our interviewers, who are trained to take you through the survey as efficiently as possible.

Best regards,

Carol Emmons, Project Director