

Date

October 10, 2005

Example of Cover Letter

Dear Donald Dillman

Complete name

Request

Usefulness

Reason for selection

Confidentiality

Incentive

Contact information

Thank-you paragraph

Real signature

Name of sponsors

We are writing to ask for your participation in a survey about the teaching of statistics. The purpose of our survey is to collect information for the creation of a website of resources for teaching statistics (www.learnstats.org).

Your name was randomly selected from a database provided by the American Statistical Association. If you choose to participate in this survey, your answers are completely confidential and will be released only as part of group summaries.

We have enclosed a small token of appreciation as a way of saying thanks for your help.

If you have any questions or comments about this survey, please feel free to contact us at 352-3920723 ext.240 or at the address on the reply envelope.

Thank you very much for helping us with this important study.

Sincerely,

Walter Leite
Survey Director

This is a simplified example! In a real letter, add more to the usefulness section, to highlight the importance of your survey.