**Sample communication to small business owners:**

Dear [insert name here],

The voice and thoughts of small business owners should be heard, and we are asking you to participate in a research group of 1,000 small business owners throughout New Jersey to respond to key public policy issues.

The research will be conducted by the Fairleigh Dickinson University (FDU) Rothman Institute of Entrepreneurship and FDU Poll, in cooperation with the New Jersey Society of Certified Public Accountants (NJCPA).

The group will be asked to participate in surveys that will measure the attitudes and behaviors of small businesses, and the findings will be shared with the media, policymakers, the NJCPA and survey participants. Each survey participant will be asked to respond to four short (2-5 minutes in length) electronic surveys over the course of 12 months, beginning in late summer or early fall 2019. Demographic information for each participant will be collected initially, but responses will remain anonymous.

Join with other small business owners and have your say in public policy. To sign up, go to <http://fdupm.co1.qualtrics.com/jfe/form/SV_a8Xu8tHrGsuY68Z>.

Your willingness to participate is greatly appreciated.

Sincerely,

[insert your name/info here]