[sample customer email]

**Tell us how we’re doing!**

*Remember [name of unit] in the Academic and Staff Satisfaction Survey*  
   
As a customer of [name of unit], your input is important to improving our services in the future. We would like to learn more about your experience with services we provided in 2020.

Please help us by taking the third annual UC Davis Academic and Staff Satisfaction Survey. Your confidential responses will help us understand how to better serve customers like you. The survey is also a chance to let us know what we’re doing right, and if someone here deserves special recognition.  
   
You should have received an email invitation to take the Academic and Staff Satisfaction Survey on February 17. You have until **March 12** to complete your responses. More at <https://satisfactionsurvey.ucdavis.edu/about/faq>

Do you have ideas for ways we can improve? We look forward to hearing from you via the UC Davis Satisfaction Survey. Thank you for your help, as we strive to make the university better every day.

Thank you,   
(name, title, organization)

(email signature block)

[sample customer email]

**Tell us how we’re doing!**

*Remember [name of unit] in the Academic and Staff Satisfaction Survey*  
   
Your input is important to improving our services in the future. Tell us about your experience with services we provided in 2020 by selecting to rate us in the upcoming Satisfaction Survey. This year, completing your survey helps contribute $1 to support staff, students for pets. [Learn more](https://satisfactionsurvey.ucdavis.edu/).