[Sample Customer Email]

Dear Colleagues,

Remember [name of unit] in the Academic and Staff Satisfaction Survey, which opens on Feb. 21.

As a customer, your input has been critical to identifying opportunities to improve our services. We’d like to learn more about your experience with our services in 2022.

Last year, we’re proud that we:

* Add a bulleted list of accomplishments in 2022.
* Or share any improvements directly related to survey feedback.

Please help us by taking the 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 on our team deserves special recognition.

[Learn more](https://satisfactionsurvey.ucdavis.edu/about/faq) about the survey.

Thank you for your help, as we strive to make the university better every day.

Thank you,

(name, title, organization)

[Sample Newsletter Blurb]

**We’re listening! Tell us more.**

*Remember [name of unit] in the Academic and Staff Satisfaction Survey*. We’d like to learn more about your experience with our services in 2022. When you complete your survey, you can choose to direct a $1 contribution to a UC Davis emergency care fund or pick up a special gift while supplies last. You can get a Go Ags! mug, T-shirt or phone accessory. [Learn more](https://satisfactionsurvey.ucdavis.edu/)