SAMPLE COMMUNICATION TO ERG PARTICIPANTS USING THE ANONYMOUS SURVEY LINK

(to include in the email with the survey link)

Dear ERG members,

This year we are participating in a major research and benchmarking project conducted by Dr. Theresa M. Welbourne and her team at the Center for Effective Organizations (CEO), Marshall School of Business, University of Southern California and eePulse, Inc. Given the relative lack of research and learning on ERGs, we want to be part of moving this important topic forward, and we very much appreciate your taking about 10 minutes of your time to complete this survey.

The survey is anonymous and confidential (your name is not connected to the survey); however, for us to get results for our company, you will have to provide the company name on the first page of the survey. We also ask that you list your ERG so that we can obtain data on each ERG participating.

Click here to access the survey:

http://survey.eepulse.com/survey/ERG-Impact/

Lastly, we want to emphasize how important this project is and the high impact your taking some time to complete it can have. Even though ERGs have been in existence since the 1960s, there is very little academic research on this topic. We are working hard to change that fact. We are doing so because we want students in college, business executives and potential ERG members to learn about ERGs and the important positive impact they are having in organizations.

Thank you for your help,

Signature of person managing the project