**SAMPLE EMAIL TO YOUR ERG LEADERS and PARTICIPANTS**

Dear ERG members,

We are participating in a major research and benchmarking project conducted by Dr. Theresa Welbourne and her team at the Center for Effective Organizations (CEO) at USC Marshall School of Business and eePulse, Inc. Given the lack of research and learning on ERGs, we want to be a part of moving this important topic forward, and we very much appreciate your taking about 10 minutes 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. 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 your input is very impactful. Even though ERGs have been in existence since the 1960’s, there is still very little academic research on this topic. We are working hard to change this fact, because we want business executives, potential ERG members and students to learn about ERGs and the important positive impact they are having in organizations.

Thank you for your help.

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