**FORMAT:** Email

**AUDIENCE:** School principals

**SUBJECT: The annual [insert name of community-branded artlook survey] will launch on [insert date]!**

**TEXT:**

Dear <School Principal>,

Please ensure that your school completes this important survey to help us gauge critical needs in arts education -- and successes to celebrate -- in your school and in our greater community. By gathering basic (but important) information from every school, we will all be supporting this critical shared goal of expanding access to, increasing equity in, and inspiring greater support for arts education across our schools. We need your help to encourage participation from every school.

Here’s how you can help your schools effectively and efficiently complete this year’s survey:

* Make sure your schools have an Arts Liaison on file via this link: *[insert link]*
* Any Principal or Arts Liaison contact information can be updated via this link: *[insert link]*
* All Arts Liaisons will receive an email on the morning of [insert date] with instructions for logging into and completing their school’s survey
* Encourage your schools to complete the [insert community-branded survey name] by the **[insert date] deadline**
* Any questions can be directed to [insert unique email address]

Thank you for all you do for students on behalf of the arts in your school!

Sincerely,

[insert signee]

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**FORMAT:** Email

**AUDIENCE:** School principals

**SUBJECT: REMINDER! The annual [insert name of community-branded artlook survey] deadline is coming up!**

**TEXT:**

Dear <School Principal>,

As you know, the [survey name] is currently live, and we’re in the final push to collect data from every school in our community. Please take a moment to make sure that your school has contributed critical information on your school’s arts education programs and needs through this survey. We appreciate your help in supporting this important movement to provide high-quality, equitable access to arts education to each one of our community’s students. Thank you.

Here’s a reminder on how you can help your schools effectively and efficiently complete this year’s survey:

* Make sure your schools have an Arts Liaison on file via this link: *[insert link]*
* Any Principal or Arts Liaison contact information can be updated via this link: *[insert link]*
* All Arts Liaisons will receive an email on the morning of [insert date] with instructions for logging into and completing their school’s survey
* Encourage your schools to complete the [insert community-branded survey name] by the **[insert date] deadline**
* Any questions can be directed to [insert unique email address]

Sincerely,

[insert signee]