**FORMAT:** Email

**AUDIENCE:** School liaisons (survey respondents)

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

# **TEXT:**

Dear <Arts Liaison>,

**You have been designated to complete your school’s [insert name of community-branded artlook survey] for this school year!** Please reach out to your school principal immediately if you feel unable (or unwilling) to answer these questions on behalf of your school. The more complete our arts education data is -- for your school specifically as well as for our greater community -- the better able we will be to address each school’s acute needs and celebrate their successes.

The survey is only 20 questions long and I encourage you to complete it today by taking these easy steps:

1. Visit *[insert link]*
2. Enter your school’s name: <School Name>
3. Enter your unique password: <Password>
4. Click on the artlook Survey link in the left-hand menu
5. Complete each tab and submit your [insert community-branded survey name] before **[insert date]!**

Please don’t hesitate to reach out to [insert unique email address] or call [insert contact phone number] if you have any questions or concerns.

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 liaisons (survey respondents)

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

**TEXT:**

Dear <Arts Liaison>,

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. **You have been designated to complete your school’s survey for this school year**, so please reach out to your school principal immediately if you feel unable (or unwilling) to answer these questions on behalf of your school. The more complete our arts education data is -- for your school specifically as well as for our greater community -- the better able we will be to address each school’s acute needs and celebrate their successes.

As a reminder, the survey is only 20 questions long and I encourage you to complete it today by taking these easy steps:

1. Visit *[insert link]*
2. Enter your school’s name: <School Name>
3. Enter your unique password: <Password>
4. Click on the artlook Survey link in the left-hand menu
5. Complete each tab and submit your [insert community-branded survey name] before **[insert date]!**

Please don’t hesitate to reach out to [insert unique email address] or call [insert contact phone number] if you have any questions or concerns.

Sincerely,

[insert signee]