



Appendix B.1.: Invitation Letter

A Message from the Acting Director, U.S. Census Bureau:

We request your participation with the [Survey Name] and the [Survey Name]

Data compiled from these surveys contribute to the official statistics used to measure economic performance in the United States, and provide the nation's policymakers and business leaders like you with measures of these important economic sectors.

Authentication Code:

Due Date:

1. **Sign in OR register** at <https://portal.census.gov>
2. **Add** your authentication code.
3. **Report** by clicking on each survey's "REPORT NOW" button. You can return to your account over multiple sessions to complete these surveys.

YOUR RESPONSE IS REQUIRED BY LAW and will be kept strictly **CONFIDENTIAL**. Information about the authority, confidentiality, and burden of this data collection can be found on the back of this letter.

For assistance with completing these surveys, please sign into your Census Bureau account or call our customer help line at 1-877-787-9860, Monday through Friday, 8:00 a.m. to 8:00 p.m. Eastern time.

Thank you in advance for your time and participation, and for helping the U.S. Census Bureau measure America's people and economy.

Sincerely,

A handwritten signature in black ink, appearing to read "RJ", is written over a horizontal line.

Ron S. Jarmin
Acting Director

OMB Number

These collections have been approved by the Office of Management and Budget (OMB). Without this approval, we could not conduct these surveys. The eight-digit OMB approval number for the Annual Services Report is 0607-0422, and for the Annual Retail Trade Survey is 0607-0013. The applicable number will appear in the top right corner of each reporting screen.

Authority and Confidentiality

Title 13, United States Code, Sections 131 and 182, authorizes these collections. Sections 224 and 225 require your response. The U.S. Census Bureau is required by Section 9 of the same law to keep your information confidential and use your responses only to produce statistics. The Census Bureau is not permitted to publicly release your responses in a way that could identify your business, organization, or institution. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

Burden Estimate Statement

We estimate the Annual Services Report will take an average of 1 to 3 hours to complete. Factors such as company size, complexity, and activity will affect your actual time to complete the survey. This estimate includes the time to review instructions, search existing data sources, gather and maintain the data needed, and complete and review the survey.

We estimate the Annual Retail Trade Survey will take an average of 39 minutes to complete. Factors such as company size, complexity, and activity will affect your actual time to complete the survey. This estimate includes the time to review instructions, search existing data sources, gather and maintain the data needed, and complete and review the survey.



The Office of Management and Budget approval
number for these collections:
Annual Services Report: 0607-0422
Annual Retail Trade Survey: 0607-0013

Appendix B.2.: Reminder Letter

REMINDER OF REPORTING OBLIGATION

Recently, the U.S. Census Bureau mailed you a letter asking you to complete the [Survey Name] and the [Survey Name]. If you have submitted both of these surveys in the past few weeks, **thank you**. If you have not yet reported for both surveys, please do so before the due dates noted below.

Due Dates:

Please check the status of each survey by following these steps:

1. **Sign in OR register** at <https://portal.census.gov>
2. **Add** your authentication code OR **locate** your surveys under “My Surveys”
3. **View** the reporting status for each survey
4. **Report** by clicking on “REPORT NOW” for any survey **not** showing a “Complete” status

For assistance with completing these surveys, please sign into your Census Bureau account or call our customer help line at 1-877-787-9860, Monday through Friday, 8:00 a.m. to 8:00 p.m. Eastern time.

Thank you in advance for your time and participation, and for helping the U.S. Census Bureau measure America’s people and economy.

Sincerely,

Kimberly P. Moore
Chief, Economy-Wide Statistics Division
U.S. Census Bureau

Appendix B.3.: Opening Email

Subject: ONLINE REPORTING OPEN: [survey name]

[SURVEY NAME]

Online Reporting Open

Check our email address – it’s official if it ends in @census.gov

ATTN

COMPANY

Online reporting is now open. Please use the following information to access your survey:

Due Date: XXXXX XX, 20XX

1. Register or sign in at <https://portal.census.gov>
2. Add your authentication code: **XXXX-XXXX-XXXX**

Case sensitive; if you copy and paste, ensure no blank spaces are captured.

3. Report by clicking on “REPORT NOW”
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YOUR RESPONSE IS REQUIRED BY LAW and will be kept strictly **CONFIDENTIAL**. Information about the authority, confidentiality, and burden of this data collection can be found at the bottom of this email.

Please do not reply directly to this automated email. For assistance with completing this survey, please sign into your Census Bureau account or call your account manager, [account name] at 1-XXX-XXX-XXXX.

Thank you in advance for your time and participation, and for helping the U.S. Census Bureau measure America’s people and economy.

Sincerely,

[Associate Director]
Associate Director for Economic Programs
U.S. Census Bureau

Note: Remove all brackets and footnotes. Replace ‘X’ with the appropriate value.

Appendix B.4.: Due Date Reminder Email

Subject: DUE DATE REMINDER: [Survey Name]

[SURVEY NAME] (ALL CAPS)

Due Date Reminder

Check our email address – it's official if it ends in @census.gov

ATTN

COMPANY

The U.S. Census Bureau recently requested your response to the **20XX¹** [Survey Name].

Due Date: XXXXX XX, 20XX

1. Access your Census Bureau account at <https://portal.census.gov> and locate your survey under “My Surveys.”
 2. Click on “REPORT NOW” to begin or resume reporting.
 3. Submit your responses once you reach the end of the reporting instrument.
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Please do not reply directly to this automated email. For assistance with completing your survey, please sign into your Census Bureau account and send us a secure [message](#).² You may also call our customer help line at 1-XXX-XXX-XXXX, Monday through Friday, X:XX a.m. to X:XX p.m. Eastern time.

Thank you in advance for your time and participation, and for helping the U.S. Census Bureau measure America's people and economy.

Sincerely,

[Survey Division Chief]
Chief, [Division]
U.S. Census Bureau

Office of Management and Budget (OMB) Number: XXXX-XXXX
Expires: XX/XX/XXXX

Note: Remove all brackets and footnotes. Replace ‘X’ with the appropriate value.

Appendix B.5.: Past Due Email

Subject: PAST DUE NOTICE: [Survey Name]

[SURVEY NAME] (ALL CAPS)

Past Due Notice

Check our email address – it's official if it ends in @census.gov

ATTN

COMPANY

The U.S. Census Bureau recently requested your response to the **20XX [Survey Name]**. Our records indicate your response is now past due. Please log in with the following information and submit your responses **within X days**.

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1. Access your Census Bureau account at <https://portal.census.gov> and locate your survey under “My Surveys.”
 2. Click on “REPORT NOW” to begin or resume reporting.
 3. Submit your responses once you reach the end of the reporting instrument.
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Title 13, United States Code, Sections 131 & 182, authorizes this collection. Sections 224 and 225 require your response. The U.S. Census Bureau is required by Section 9 of the same law to keep your information confidential and use your responses only to produce statistics. The Census Bureau is not permitted to publicly release your responses in a way that could identify your business, organization, or institution. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

Please do not reply directly to this automated email. For assistance with completing your survey, please sign into your Census Bureau account and send us a secure [message](#). You may also call our customer help line at 1-XXX-XXX-XXXX, Monday through Friday, X:XX a.m. to X:XX p.m. Eastern time.

Thank you in advance for your time and participation, and for helping the U.S. Census Bureau measure America's people and economy.

Sincerely,

[Survey Division Chief]
Chief, [Division]

U.S. Census Bureau