**FROM NAME – John Doe, Sample University**  
Subject: {{firstname}}, Your feedback = X Gift Card Or (if no incentive is offered)   
 We want your feedback {{firstname}}  
Send date:

Hello {{firstname}}.

Help us help you make the best of your college experience by taking the student satisfaction survey today. As a thank you, you'll be entered to win $XX gift card.

Complete your survey before it closes; {{surveytype}}: {{surveylink}}

Thank you for your time {{firstname}}.

INSERT NAME AND TITLE OF INSTITUTIONAL CONTACT