Example email invitation

Dear UVU Student,

You have been randomly selected and are invited to participate in our survey. This survey is a student project connected with our [your class listed here] and intends to measure opinions/attitudes regarding [your topic listed here]. Participation is voluntary, and all responses will be kept strictly confidential. The survey should take less than [X] minutes to complete.

Thank you in advance for your participation. Sincerely, [your name and contact information]