Dear [Customer name],

Thank you for using Acme! We’d love to hear what you think of our [product/service]. Your feedback will help us determine what features to add and how we can make the product better for you.

If you have 3 minutes, please fill out our survey. [When you complete it, your name will be entered in a draw to win one of 20 $30 Amazon vouchers.]

Thanks again!

{TAKE OUR SURVEY}

[Your name]