looks great - give it a title that makes it less likely to be deleted before being read...

Dear student,

-BJ

We are a team of undergraduates working on a survey project for a class. Our survey is about CMU Safe Walk and Escort Services, and we need your input to make our project a success.

You have been randomly selected to fill out our survey. It should take 5 - 10 minutes to complete. Your identity will remain anonymous.

Please click on the following link to go to the survey:

<LINK>

Thank you for your help,

Jaclyn, Ivan, Katherine, and Evan