

# ONLINE SURVEY ADMINISTRATION

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# OVERVIEW

PREPARATION

REQUEST

FOLLOW-UP

THANK YOU



# PREPARATION

Preparing target respondents may increase response rates

SEND AN E-MAIL TO TARGET RESPONDENTS TWO OR THREE DAYS BEFORE YOU  
DEPLOY THE ONLINE SURVEY

## CONTENTS OF THE “PREPARATION” E-MAIL

- INTRODUCE YOURSELF
- LET RECIPIENTS KNOW OF THE UPCOMING SURVEY
- EXPLAIN THE PURPOSE OF THE SURVEY
- EXPLAIN WHY THEIR PARTICIPATION IS VALUABLE
- PROVIDE CONTACT INFORMATION



# REQUEST

The request to participate should be short, but packed with information.

SEND AN E-MAIL REQUEST TO PARTICIPATE WITH A LINK TO THE ONLINE SURVEY

## CONTENTS OF THE “REQUEST” E-MAIL

- RE-INTRODUCE YOURSELF
- REMIND RECIPIENTS OF THE “PREPARATION” E-MAIL
- EXPLAIN THE PURPOSE OF THE SURVEY
- EXPLAIN WHY THEIR PARTICIPATION IS VALUABLE
- PROVIDE ACCURATE INFORMATION ABOUT LENGTH TO SET EXPECTATIONS
- DESCRIBE INCENTIVES, IF ANY
- INCLUDE A LINK TO THE ONLINE SURVEY
- PROVIDE CONTACT INFORMATION



# FOLLOW-UP

Remind individuals who have not completed the survey

SEND AN E-MAIL REMINDER TO PEOPLE WHO HAVE NOT COMPLETED THE SURVEY  
TWO TO THREE DAYS BEFORE THE SURVEY CLOSES

## CONTENTS OF THE “FOLLOW-UP” E-MAIL

- RE-INTRODUCE YOURSELF
- REMIND RECIPIENTS OF THE “REQUEST” E-MAIL
- RE-EXPLAIN THE PURPOSE OF THE SURVEY
- RE-EXPLAIN WHY THEIR PARTICIPATION IS VALUABLE
- INDICATE WHEN THE SURVEY WILL BE CLOSED
- PROVIDE ACCURATE INFORMATION ABOUT LENGTH TO SET EXPECTATIONS
- DESCRIBE INCENTIVES, IF ANY
- INCLUDE A LINK TO THE ONLINE SURVEY
- PROVIDE CONTACT INFORMATION



# THANK YOU

Thank people who have completed your survey

SEND AN CUSTOMIZED “THANK YOU” E-MAIL TO EVERY PERSON WHO COMPLETED THE SURVEY THE DAY AFTER THE SURVEY CLOSES

## CONTENTS OF THE “THANK YOU” E-MAIL

- RE-INTRODUCE YOURSELF
- THANK THE RECIPIENT FOR HER OR HIS PARTICIPATION
- DESCRIBE HOW THE DATA WILL BE USED
- EXPLAIN WHAT WILL HAPPEN TO THE DATA WHEN YOU ARE DONE
- EXPLAIN HOW INCENTIVES, IF OFFERED, WILL BE DELIVERED
- PROVIDE CONTACT INFORMATION



# IF YOU WOULD LIKE TO LEARN MORE ABOUT ONLINE SURVEY ADMINISTRATION

[CLICK HERE TO SEND AN EMAIL TO MATTHEW K. BERENT, PH.D.](#)

[CLICK HERE TO OPEN THE WEBSITE](#)