**Power to Motivate Survey Instructions**

Below you will find some text to accompany your survey link to your congregation along with some frequently asked questions. Please feel personalize the message as you desire, removing any messaging that does not fit your congregation. You may also choose to have a trusted spokesperson from your congregation send out the message.

**FAQs**

***How long should my survey remain open?***

About 2 weeks will usually to the trick, but you can also leave it open longer if you like. For this program, launching the survey just after the new year (as people are thinking about their new year’s resolutions) will work great. We will close the surveys on January 18th.

***How can I increase the number of surveys responses I get?***

Send the survey using a communication mechanism your congregation is used to using (i.e. email list serv, or an electronic newsletter). Ask your congregation communications or office staff for help or advice. Sometimes, a personalized email will be noticed more easily than a formatted email.

Find a spokesperson who can encourage people to answer the survey. That person could be the pastor, religious education director, deacon, parish council president, elder, or it could be YOU.

Make a plan to send the survey out several times to remind people to answer it. If the survey is open for two weeks, it would be good to send a reminder one week after sending the original message and a reminder a day or so before the survey closes.

***Who can answer the survey?***

It is best if the survey is answered by adults.

It is fine to have more than one adult from the household answer the survey as these are individual, not household behaviors.

**Email or Message Text**

***Initial email text***

Happy New Year! As we are all thinking about our New Year’s resolutions, please take a moment to answer the brief survey below. Your responses are completely anonymous, there are no right or wrong answers and every adult in your household can answer the survey.

Thank you!

Name

***Reminder email text (1 week after you send the first message)***

If you have not already done so, please take a moment to answer the brief survey below. Your responses are completely anonymous, there are no right or wrong answers and every adult in your household can answer the survey.

Thank you!

Name

***Just before the survey closes…***

It’s your last chance! Our survey will close on January 18th, so please take a moment to answer today! Your responses are completely anonymous, there are no right or wrong answers and every adult in your household can answer the survey.

Thank you!

Name