

Sample Survey Emails

Your survey audience should know who you are, where you are sending them, what they will be expected to do once there, and why they should participate. It is also important to include recent proof of student voices impacting change within your department. This document contains five example survey invites/reminders you are free to adapt for your purposes.

Every survey email from the Division of Student Life should contain the following elements:

1. **Overview**. A brief overview of the individual or group conducting the research.
2. **Purpose**. Describe the purpose and goals of the research being conducted.
3. **Link**. Provide a link to the survey itself.
4. **Evidence**. Briefly detail a recent improvement made because of students’ response to a survey. Include both the survey name and semester/year the survey was administered.

**Example 1. Mass Mailing**

Hi, {FIRSTNAME},

You recently attended The Division of Student Life GA orientation on August 20th. Would you provide some quick feedback on your experience?

The survey should take around 5 minutes and will help us improve the orientation experience for future GAs. We'll also loop back to answer any remaining questions or needs you have as you settle in to your new role. The Division of Student Life is excited to have you on board!

Please complete this survey by **Wednesday, September 12**. If you have questions or run into issues, contact the Office of Assessment and Strategic Initiatives (see below).

Instructions *(this ”Instructions” Macro added by Baseline will include the survey link)*

***Your voice matters*** -- just last year, we did X because of survey feedback (Name of Survey /Semester Year).

Thanks ahead of time for your help!   
  
Sincerely,  
  
Office of Student Life Assessment and Strategic Initiatives

The University of Tennessee, Knoxville  
Division of Student Affairs   
413 Student Services Building   
Knoxville, TN 37996

**Example 2. Survey with incentive.**

Subject line: Let us know how we’re doing!

Dear Student,  
  
You have been randomly selected by College University to complete a survey about topics that are relevant to you and your peers. This national survey of college students will provide College University with feedback on your experiences. Data collected from this project will be used by administrators to make informed decisions about programming and/or policies.  
  
Upon completion of the survey, you will have the option to enter a drawing for an iPad mini.

The survey is voluntary and will take you approximately 10-15 minutes to complete. Please note that all of your responses will be kept completely confidential and all resulting data will only be reported in the aggregate. By clicking on the link below you are indicating your willingness to participate in the survey.   
  
Insert Survey Link Here  
Please note that if you cannot complete the survey in one sitting you can pick up where you left off previously by clicking on the link above. As such, please refrain from deleting this email until you have completed the survey.

Thank you in advance for your participation! If you have any specific questions about this survey, please contact NAME and EMAIL ADDRESS.

***Your voice matters*** -- just last year, we did X because of survey feedback (Name of Survey /Semester Year).

Sincerely,

NAME/OFFICE/SIGNATURE

**Example 3.**

From Name: Susan Administrator, Office of Campus Life

Reply to Address: [suad@campus.edu](mailto:suad@campus.edu)

Subject: Your feedback matters--win a free coffee at Starbucks!

Body:

Hello students!

The Office of Campus Life is preparing for our Spring Fling Concert event and we want your feedback! For example, last year you told us that while you enjoyed Dinosaur Barbeque, you wished there were more vegetarian options--we have a few veggie options in the survey to choose from this year!

Let us know what you want your concert experience to be!

[Insert instructions]

***Your voice matters*** -- just last year, we did X because of survey feedback (Name of Survey /Semester Year).

Thank you for your participation!

Sincerely,

Sue Administrator

Offices of Campus Life

555-6555

[suad@campus.edu](mailto:suad@campus.edu)

**Example 4. Survey Reminder Email**

Hi, {FIRSTNAME},

Writing to quickly remind you that the DSL GA Orientation survey is still open! Would you take a moment to provide some quick feedback?

Instructions

The survey should take around 5 minutes and will help us improve the orientation experience for future GAs. We'll also loop back to answer any remaining questions or needs you have as you settle in to your new role.

Please complete this survey by **Wednesday, September 12**. If you have questions or run into issues, contact the Office of Assessment and Strategic Initiatives (4-9419).

The Division of Student Life is excited to have you on board! Thanks ahead of time for your help.  
Instructions

***Your voice matters*** -- just last year, we did X because of survey feedback (Name of Survey /Semester Year).

Sincerely,

**Office of Student Life Assessment and Strategic Initiatives**

The University of Tennessee, Knoxville  
Division of Student Affairs   
413 Student Services Building   
Knoxville, TN 37996

**Example 5. Final Survey Reminder Email**

Hi, {FIRSTNAME},

We hope you'll please take a moment to complete this Division of Student Life GA Orientation survey. The survey closes Wednesday, September 12.

It will only take around 5 minutes - thanks ahead of time for your help!

Instructions

***Your voice matters*** -- just last year, we did X because of survey feedback (Name of Survey /Semester Year).

Sincerely,  
  
Office of Student Life Assessment and Strategic Initiatives

The University of Tennessee, Knoxville  
Division of Student Affairs   
413 Student Services Building   
Knoxville, TN 37996