

Top Survey Tips for Clubs

- Ask yourselves **WHY** you need to do a survey?
- **WHAT** will a successful survey project look like?
- **WHAT** is the BUDGET for this survey?
- **WHO** is responsible for putting the survey together?
- **WHAT** process will be used to develop the questions? Will they be qualitative (words) or quantitative (numbers/sliding scale) questions?
- **WHAT** are the question priorities?
- **WHAT** do you want to know from the possible answers?
- **HOW** will these answers PROGRESS the club?
- **WHAT** will you do with the possible answers?
- **WHAT** survey platform (Survey Monkey, Survey Hero, Qualtrics) best suits your needs especially if you do not have a budget and have to use a survey platform FREEMIUM version (limited capability like number of questions etc).
- **WILL** you offer an optional incentive/random prize draw for answering questions (Prezzy cards etc)
- **WHAT** is the survey deadline/timeline?
- Rank questions most important first and least important last (just in-case survey respondents get distracted and don't complete the survey). Demographic type questions are usually best at the end.
- **WHAT** (if any) demographic questions are important from most important to least important. Is the specific demographic question adding anything to our knowledge or follow up action? If not, leave it out. Be careful/inclusive about how you ask some demographic questions (eg Gender & Ethnicity).
- If appropriate, think about options for people to have free text, prompted by an "open ended" question ie starting with What, When, Why, etc ..
- Think about the value of developing anonymous respondent surveys. Sometimes they are more successful getting more replies.
- **WHAT** social media/email channels will you use to distribute the survey link?
- Start with a good intro about **WHY** you are doing the survey, HOW LONG it will take to complete the survey, any incentives to REWARD their valuable time and why THEIR INPUT/OPINION is valued/important to the club.
- Timing is everything. Release the link on a day/time that potential survey respondents will open it ... and do it. Release surveys at a time of the year when respondents will have the appropriate knowledge for the questions and provides the club time to act on the replies.
- **THANK** the participants for their PRECIOUS TIME at the end of the survey.
- Once the answers are all in, **WHAT ACTION** will be taken and **HOW** will the survey metrics be reported and to **WHOM?**



Survey Platforms:

Survey Monkey

Survey Hero

Google forms

www.menti.com



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Collating responses

Good or bad!

+20% positive lock them in

+10% negative take note

-10% negative chuck out

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