10 Survey Tips for the Small Team
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Contact details will be on the last slide
Tip #1

Don’t ask if you don’t want to know the answers. Be prepared to act.
Tip #2

Ask for other survey tool examples from association discussion groups.
Tip #3

How do you write unbiased questions?
Tip #4

Single answers versus check all that apply
Tip #5

How do you use open-ended questions most effectively?
Tip #6

Demographic questions – what, why and where
Tip #7

Free or inexpensive survey tools

- SoGoSurvey
- Survey Monkey
- Typeform
- Google Forms
- Client Heartbeat
- Zoho Survey
- Survey Gizmo
- Survey Planet
Tip #8

Take the survey before you send it out or ask someone not familiar with the project to be your test subject.
Tip #9

Offer an incentive to the members or non-members to respond.
Tip #10

Read the results.

• Ask for comments and highlight the trends.
• Go back to tip #1: be prepared to act.
• Close the circle with your audience.
Questions & Contact Details

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