





# PLAN YOUR EMPLOYEE ENGAGEMENT SURVEY

Use this worksheet to plan and promote your survey. For more detailed explanations of each step and more ideas, see our best practices: [support.pinnacleqi.com/retain-best-practices](https://support.pinnacleqi.com/retain-best-practices).

PRE-ANNOUNCEMENT	ANNOUNCEMENT & PROMOTION	SURVEY OPEN	POST SURVEY
Start Date: <u>DD / MM / YYYY</u> <i>Four weeks before survey launch</i>	Start Date: <u>DD / MM / YYYY</u> <i>One week before launch</i>	Start Date: <u>DD / MM / YYYY</u> <i>First date survey month; ends last day of the month</i>	Start Date: <u>DD / MM / YYYY</u> <i>Within one week after the survey closes</i>
<div>1</div> <div>Fill out this sheet.</div>	<div>1</div> <div>Send teaser.</div>	<div>1</div> <div>Send launch announcement.</div>	<div>1</div> <div>Send out thank-you.</div>
<div>Assigned to</div>	<div>Assigned to</div>	<div>Assigned to</div>	<div>Assigned to</div>
<div>2</div> <div>Set participation goal.</div>	<div>2</div> <div>Promote participation.</div>	<div>2</div> <div>Send weekly reminders.</div>	<div>2</div> <div>Announce reward.</div>
<div>Goal:</div> <div><i>Typical participation rate goal is 60%.</i></div>			<div>Assigned to</div>
<div>3</div> <div>Brand your survey.</div>			<div>3</div> <div>Utilize your results.</div>
<div>Assigned to</div>	<div>Assigned to</div>	<div>Assigned to</div>	<div>Assigned to</div>
<div> <b>Tip</b></div> <div><b>Brand your survey using:</b><ul style="list-style-type: none"><li>• Eye-catching logo or design element</li><li>• Pun or play on words</li><li>• Tagline</li><li>• Distinctive colors</li></ul></div>	<div> <b>Tip</b></div> <div><b>Grab attention by using:</b><ul style="list-style-type: none"><li>• Email blast</li><li>• Posters</li><li>• Video</li><li>• Music</li><li>• Text messages</li><li>• Newsletters</li><li>• Email signatures</li><li>• Department meetings</li><li>• Messaging app</li></ul></div>	<div> <b>Tip</b></div> <div><b>Include in announcement:</b><ul style="list-style-type: none"><li>• Who will be participating</li><li>• Survey dates</li><li>• Types of question</li><li>• What will be done with the results</li></ul></div>	<div> <b>Tip</b></div> <div>Reward department or location with the highest participation rate or reward everyone for reaching the participation goal.</div>
<div>4</div> <div>Review &amp; update employee contact info.</div>			
<div>Assigned to</div>			