



How to Write an Email Invitation to a Web Based Survey

By Sally Hooper, Crusader Services
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Writing a good invitation is vital for the success of your survey!

1. The title of the email should be short, convey your message and incite some interest on the respondent's part. Look at it from the respondent's point of view.
2. Identify who you are and how you have their email address. Remind them if necessary, that they are a member of your list, group or that they have agreed to participate.
3. Briefly tell them what the survey is about, how long the survey will take and why they should participate. An incentive (\$\$) is always a good idea. If there is an incentive, tell them what it is.
4. If there is a drawing put a link to the Rules / Legal page. Tell them you will publish the winners and do that when the study is done.
5. Put the link on separate lines with a space above and below. Give them instructions on what to do if clicking on the link in their email does not work.
6. Use plain text (.txt), not HTML. Keep the line spacing at about half screen or about 65 characters in length. Long wrap around sentences do not look good full screen.
7. Give a name and number where someone can be reached if they have problems.
8. Promise them anonymity and keep your word.
9. Test, test, test before sending.

DO NOT:

1. Spam (send without permission).
2. Use esoteric language that is specific to your company or project.
3. Apologize for anything, length of survey, etc.
4. Assume they don't want to do the survey.
5. Be overly wordy; keep it short and concise.
6. Have a superior OR subservient attitude. You are asking politely for their time.
7. Write it in your Word Processor and expect to "translate" to email. Email is slightly different and is "Viewed" not held in your hand and read. Best to write it directly in your email program.

Biography: Sally Hooper



Sally is a Principle of the Crusader-Services. Crusader Services specializes in Web Portal Systems (online *BBS's), online marketing research, and the development of special projects for selected clients.

Sally Hooper has many (over 18) years experience in the Marketing Research Field, most of those as Field Director and Director of Online Research, where she managed literally hundreds of Corporate business to business studies of every kind. She has worked at every level of the field starting as a telephone interviewer.

Sally is also a trained artist (painter) who is an enthusiastic hands-on coder and web designer. She designed and programmed her former company's Corporate Website as well as designing a website for the California Restaurant Association. She is currently designing the Crusader Services website in Post Nuke's Web Portal/Content Management System.

She was a pioneer of online marketing research. She began "championing the cause" in 1995, quickly putting her company online and developed many applications for her newly created Online Research Division. By 1996 her company was online and using the online methods with their own site, own online surveying software and own online focus group program. All of this software was developed by Sally and The Crusader BBS. She now has over 12 years experience in the online world.

Previously, Sally and her husband, Jack Farmer, had been running a *BBS (Bulletin Board Service). She was the *Co-SysOp of the then 4 line BBS, The Crusader BBS. The Crusader BBS, was a well known world-wide BBS and had been online since 1985. The Crusader BBS was also a pioneer in its field, being among the first to use many new technologies. This gave Sally invaluable hands-on experience in online communications.

Sally's experience and background gives her a unique set of business skills which allows for an unusually open and creative approach to problem solving. She has an excellent understanding of both business and technical issues and knows how to incorporate this with good visual design.

Education:

BFA from The Cleveland Institute of Art's 5 year program, with additional study at Northridge College, Santa Monica College and The Woman's Building.

Certificates:

Burke Institute, "Certificate of Proficiency in Marketing Research & Applications"
Marketing Research Association, University of Georgia, Certificate "Principles of Marketing Research".

Associations:

AMA, the American Marketing Association, and MRA, the Market Research Association.

Notes:

*BBS = Bulletin Board System A system used for providing e-mail, conferences and file uploading and downloading. A communication and interchange system.

*SysOp = Systems Operator

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