

1. Preparation

Consider who you want to ask and what you want to ask.

a. Research potential survey participants:

i. How will you select them?

ii. How many will you want to survey?

Tip: You'll want to ask at least 5-10 people to get some good data.

iii. Where are they?

Tip: Do you want in-person or online data? Or both?

iv. Will you provide any incentives for them to participate in the survey?

Tip: Try brainstorming ideas on how to get people to participate in your survey. Will you give them something in exchange?

b. Brainstorm questions & design survey

i. Look at how [other surveys](#) are designed and apply it to your own survey. Ask your team:

1. What are the order of the questions?

2. What kind of information are they asking for?

3. What kind of format are they using?

ii. What kind of information are you looking for? Make a list of things you want to find out.

iii. What type of questions best capture the information you are looking for? (multiple choice, open-ended, check all that apply, scale, dropdown menu, etc)

Tip: Think about each of the answers you'll get for each type of question. There are pros and cons for each type. Choose your questions carefully to get information in the optimum format.

2. Dissemination

How are you going to get the information? How will you get it to the survey participants?

- a. What kind of survey platform are you using? Decide here:

Here are a few recommended options:

- i. [Google Forms](#) - very open-ended and easy to send out; you can create your own questions, but limited types of questions
- ii. [Survey Monkey](#) - easy to use and very popular, some features you'll need to pay for
- iii. [Survey Gizmo](#) - similar to Survey Monkey, some features you'll need to pay for
- iv. Paper copies - must enter data but easy for users to fill out

- b. How will you send out and promote your survey? Make a plan here:

Here are a few examples on how to send your survey out:

- i. Facebook - <https://www.facebook.com/business/a/boost-a-post>
- ii. Twitter - <https://blog.twitter.com/2015/introducing-twitter-polls>
- iii. SurveyMonkey -
<https://www.surveymonkey.com/blog/2013/06/27/how-to-make-your-surveys-social/>
- iv. Local promotions - flyers, word of mouth, networking

3. Organization and Analysis

Once you've collected your data, where will you put it? How will you analyze the results? Did you get your questions answered?

- a. Enter and organize your data

- i. Data from written surveys should be entered for analysis
- ii. Consolidate all your data into one area so you can easily sort it and organize if necessary.

Here are a few options to organize your data:

1. [Google sheets](#)
2. [OpenOffice Calc](#)
3. [Excel](#)

