Tips for Maximizing Participation in Surveys or Focus Groups

Tips for Maximizing SURVEY RESPONSE RATES

o **PROVIDE NOTIFICATION.** Potential respondents should be made aware of the upcoming survey in advance. This can be done through email, phone, or newsletters as a way to draw attention to the purpose for the survey and the potential benefits of the survey results. Consider the role community partners and schools can play by including survey links in their communications to parents.

o **FIRST IMPRESSIONS ARE IMPORTANT.** Make sure that the survey itself contains clear instructions for completion and contact information for any assistance. It is also important that your questions are simple, direct, and contain only a few open-ended questions. You only have one opportunity to make a good first impression.

o **MAKE SURVEYS ACCESSIBLE.** Make sure that the survey is accessible for all potential respondents. For example, ensure that the online survey can be accessed via a person's phone. If your survey population is likely to include people whose first language is not English, include translated content or information on where they can obtain a translated copy of the survey.

o **FOLLOW UP.** Monitor the responses and coordinate reminder notifications about completing the survey. It's best to include a link directly to the survey in each reminder.

Tips for Maximizing INVOLVEMENT IN FOCUS GROUPS

o **PLANNING.** Participants should be notified of the date and time of the focus group well in advance. Additionally, send reminder notifications to participants ahead of the focus group date.

o **THE ROLE OF THE MODERATOR.** A good moderator for your focus group plays a critical role in the responses and involvement of participants. They guide the group in a structured discussion while ensuring that all participants are comfortable expressing their own opinion.

o **THE POWER OF FOOD.** If budgeting allows, provide refreshments and snacks. This small incentive goes a long way in generating participation.

o **ACCESSIBILITY.** Provide language assistance if needed.