

# Survey Planning Schedule

Week-by-Week Steps to Get Your On-line Survey  
Up and Running



# Survey Planning Schedule

Follow this week-by-week planning schedule to help you run an effective survey that produces valuable insight.

Before Survey	Activity
2 weeks	Draft survey questions
	Identify giveaway prize and amount; order
	Write survey email copy; confirm survey questions
1 week	Program survey questions into platform
	Approve final on-line survey
<b>Begin survey</b>	<b>Send first survey email – 1/week for 6 weeks</b>
After Survey	Activity
6 weeks later	Review survey statistics
Optional	Draft Results paper
7 weeks later	Finalize Results paper; add graphics for key points
	Send email with Results paper