

10 Tips for Getting and Maintaining High Response Rates

By Jonathan Doll, for the Superintendent's Dropout Challenge Workgroup

- 1) Pre-notification with intent of survey, and follow-up reminders later
- 2) Email cover letters (invitation letter)
- 3) Anonymity explanation if needed; incentives if needed*
- 4) Timeline/Timing of reminders, 1 week before, 1 week after, etc, consider a makeup survey
- 5) Consider emailing the person and supervisor, sufficient times, to insure that your survey is completed.
- 6) Simpler formats, some jazz but not a lot, shorter surveys (consider piloting)
- 7) Be prepared for mixed mode, paper, web, fax, email
- 8) Pack questions on pages, not single questions with progress meter
- 9) If Survey Monkey, consider simple link name, even if you use participant's identity - - www.s.com/easyname or www.tinyurl.com/easyname
- 10) Make customized emails always!!!!