

A large, dense crowd of people is gathered in a city street, likely for a religious procession or festival. Many people are wearing traditional or religious costumes, including crowns and robes. Some are carrying large, ornate floats or puppets. The street is lined with buildings, and a "NO PARKING" sign is visible on the left. The overall atmosphere is one of a significant public gathering.

Reaching More People

Through Digital Surveys - Playbook

Reaching More People Through Digital Surveys

Digital Surveys help you move from fishing with a pole to fishing with a net.

This playbook will describe an effective digital survey strategy.

Digital Surveys...

- Lower transcription errors
- Eliminate indecipherable handwriting
- Eliminate time spent on data entry
- Increase the number of surveys submitted
- Provide a flexible onramp for anyone with a phone
- Reduce materials and waste

Paper Surveys Limit Number and Speed



Digital Surveys Expand Impact

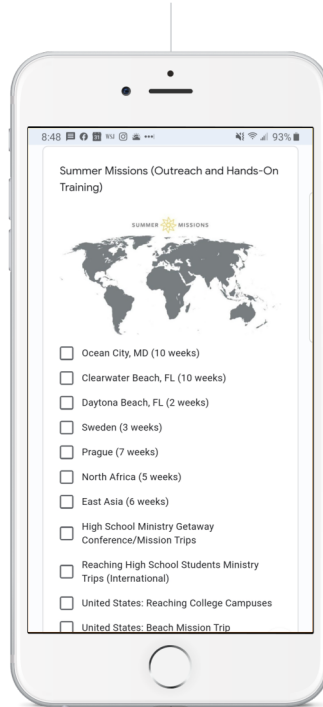


Digital Surveys Expand Impact



Digital Survey Strategy

For maximum benefit to you, with minimum effort by you, a digital survey should automatically capture and sort your contacts.



Autocapture

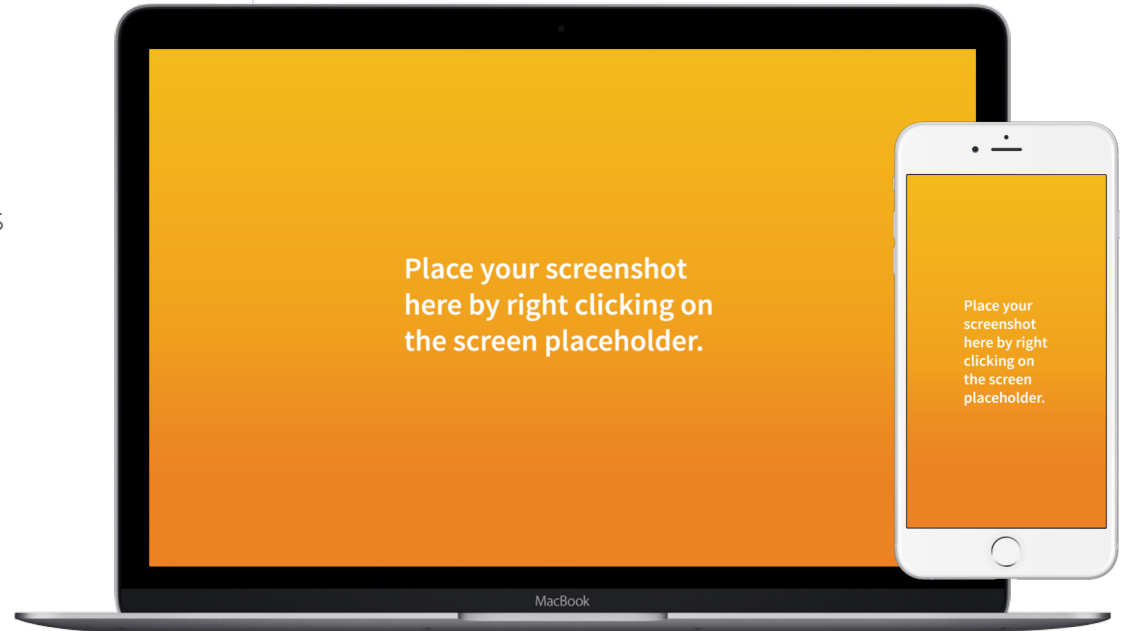
- Accessible by any phone

Autosort

- Organized for follow up
- Shareable with anyone on your team

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Project Goal



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If you have more questions or you need help
with your strategy

To Get Started: marketinghelp@cru.org

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Icons



Icons - cont.

