Reaching More People

Through Digital Surveys - Playbook

cru

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

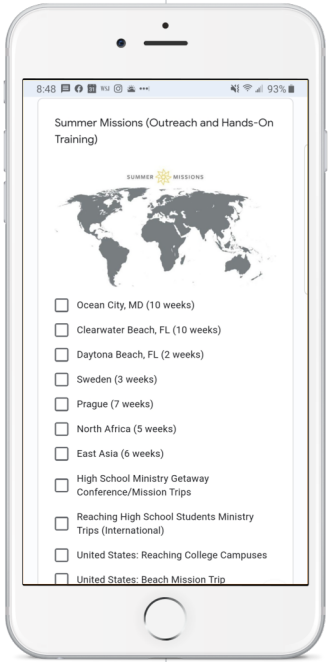
Paper Surveys Limit Number and Speed

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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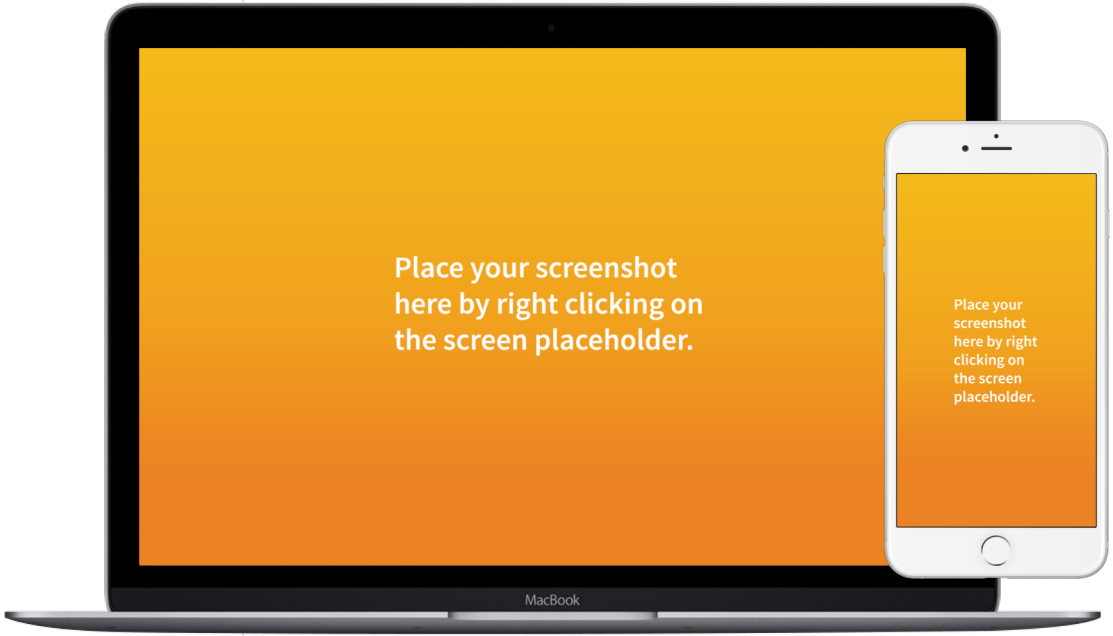

Project Goal

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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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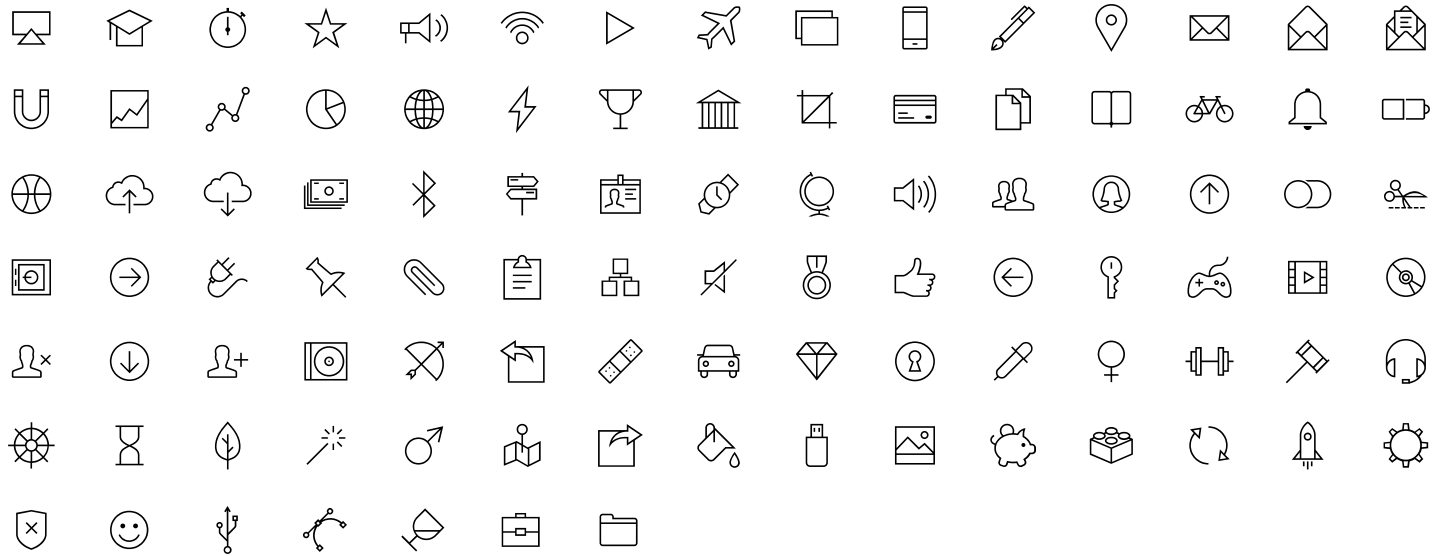
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