

It's March!

And what does that mean?

(Besides another great Zarca Tip of the Month...)

March Madness!

It's the time of year when people lose their minds over college basketball. Beyond the feverish excitement of the game, one of the most enticing parts of college hoops is that viewers can predict how teams will perform. (Think about people in your office/community filling out their bracket sheets and predicting team winners.)

This activity alone is engaging to participants. But in addition to the predictions, there is also an element of excitement around the prizes received. Often times, the person who predicts the winning team receives a prize.

What do March Madness and prizes mean for your surveys?

FACT: It is often hard to get people to take surveys. They are bombarded with numerous requests for their opinion, are occupied with their daily lives, or do not have a significant relationship with your organization.

What can you do?

OFFER AN INCENTIVE!

Incentives increase the likelihood of survey participation and completion. Here are a few ideas:

- **Monetary prizes** *(cash, gift cards, material gift, etc.)*
- **Donation to an organization for each completed survey**
- **Discount on next purchase, membership fee, conference/event registration, etc.**
- **Sharing of survey results**
- **Customized benchmarking reports** *(This is an especially good incentive for any participant who has a stake in knowing how other participant's results compared to their own.)*

Contact your Strategic Account Manager today to talk about incentivizing your participants and increasing response rates!

