

It's about time for the FAMILY REUNION!
This year, you are the organizer and are responsible for contacting relatives.

How are you going to reach everyone?

*Call
parents*



*Text
Message
cousins*



Email siblings



*Write
great
aunt
a letter*



Each of your relatives was successfully contacted based on their communication needs, preferences, and access to technology. Consider your prospective survey participants in the same manner to increase convenience for respondents and promote higher response rates to your surveys.

Ask yourself these questions...

1. Does my audience have functioning computers with Internet access?
2. Are my participants' Internet browsers up-to-date? Will they be able to access and participate in my survey?
3. Are my participants familiar with computing basics? (i.e. mouse usage, keyboards, accessing links, etc.)

Utilize the Multi-Modal Approach.

The **multi-modal approach** to surveying is the use of several different methods to access survey participants based on their needs.

METHODS: Email, Phone, Paper, In-Person Interviews

After data collection, the Zarca system can integrate your data into one comprehensive location for shared analysis.

Ask your Strategic Account Manager for details!