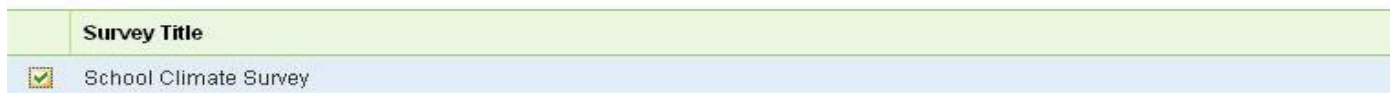




Do's and Don'ts for Email Invites and Reminders



DO:



- ✓ Send out a test invite
- ✓ Make sure you are sending it to the right group of participants
- ✓ Have a recognizable person in the sender name field
- ✓ Make sure the email in the "Sender Email" field is someone prepared to answer questions about the survey
- ✓ Have a compelling subject line that will not be mistaken for SPAM mail
- ✓ Customize the text in the body of the email including any important info about this initiative
- ✓ Personalize the invite text using mail merge if possible
- ✓ Talk to the technology department about the K12 *Insight* readiness plan to ensure successful delivery of all your invites. (this plan can be found in the bottom left corner of the home tab)
- ✓ Customize the background and border color of your email invite
- ✓ Decide if you want to include the opt out message at the bottom of your invite
- ✓ Send you survey out late morning on a Tuesday through Thursday
- ✓ Customize your reminder email
- ✓ Send reminders to your non participants if possible



Don't:

- ✗ Modify any of the text between the two arrows <>. This is where the survey links appear
- ✗ Send out your invite before sending a test invite to yourself for review
- ✗ Use the generic default subject line
- ✗ Send a Private With Unique Key Survey to a list-serv
- ✗ Use a Private With Common Key or Public Survey if you want to be able to send reminders
- ✗ Oversurvey your target audience

